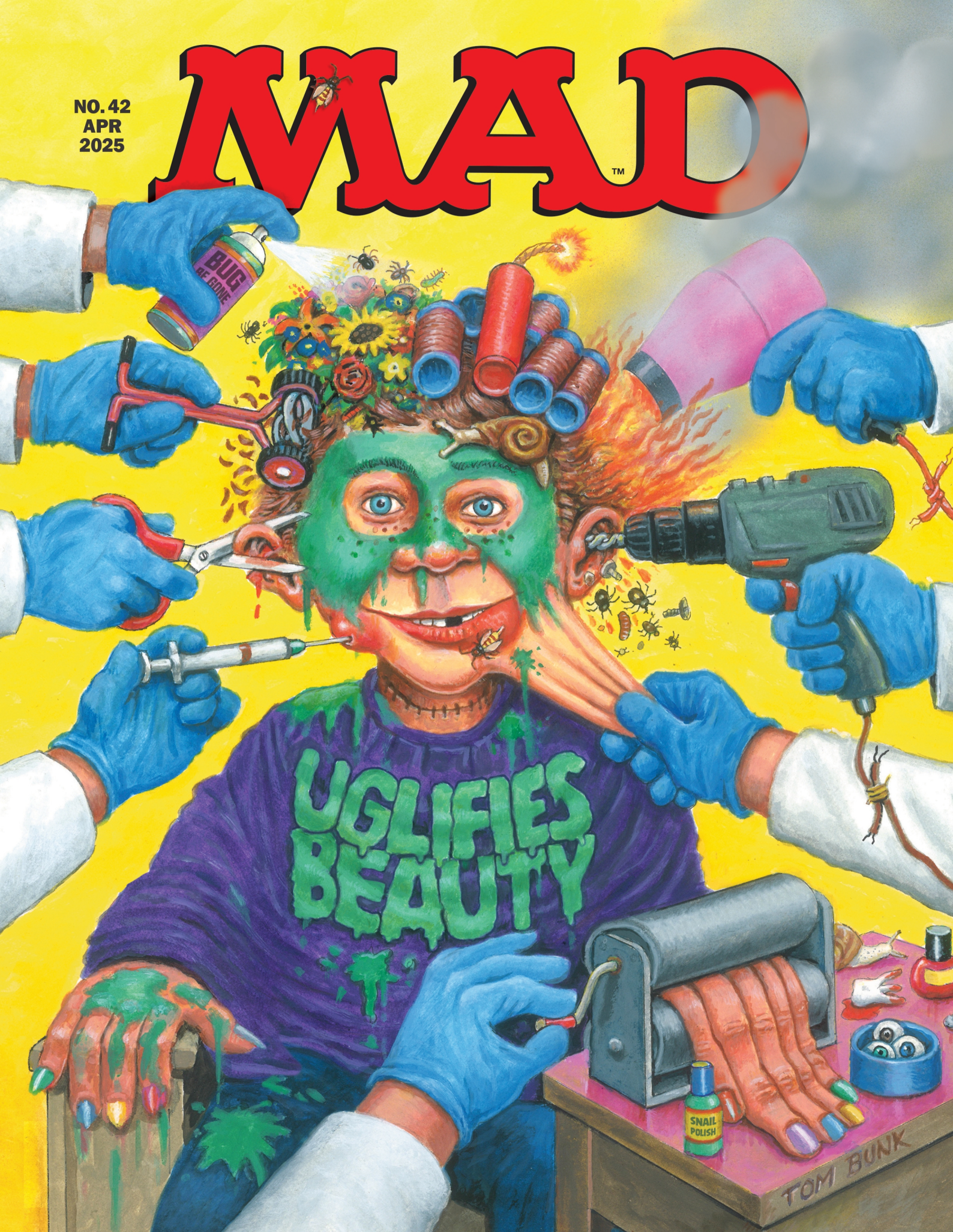
NO. 42
APR
2025

MAD™



ORIGINALLY PUBLISHED IN MAD #11, May 1954
ARTIST **BASIL WOLVERTON**
WRITER **HARVEY KURTZMAN**

MAD

NO. 42 APRIL 2025

WILLIAM M. GAINES FOUNDER
SUZY HUTCHINSON ART DIRECTOR
BERN MENDOZA ASSOCIATE ART DIRECTOR

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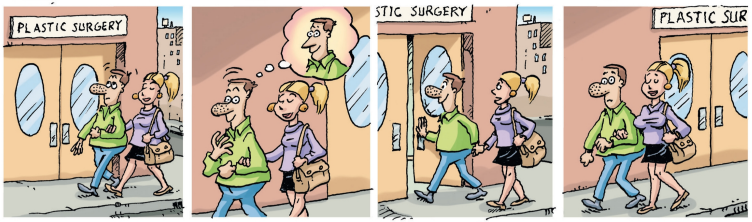
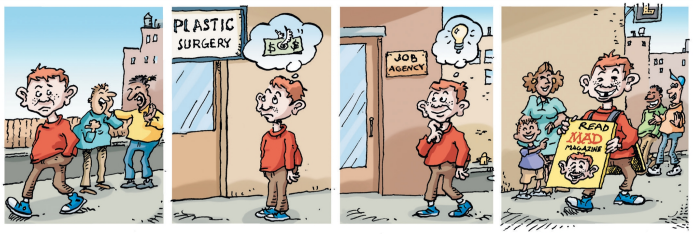
CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots
EDITORIAL CONSULTANT Paula Sevenbergen
INSIDE BACK COVER A MAD Fold-In by Johnny Sampson
VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés
COVER ARTIST Tom Bunk

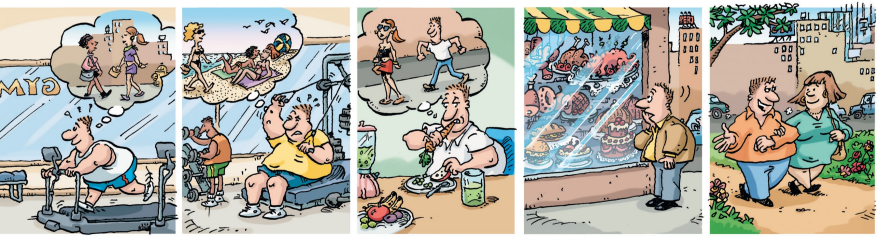
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

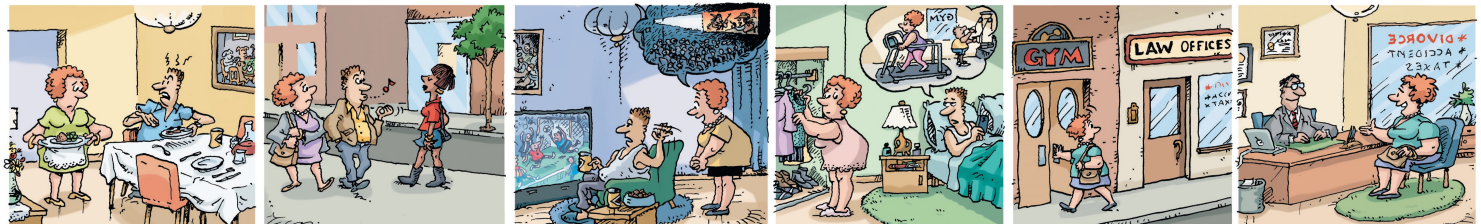
A MAD LOOK AT BEAUTIFICATION

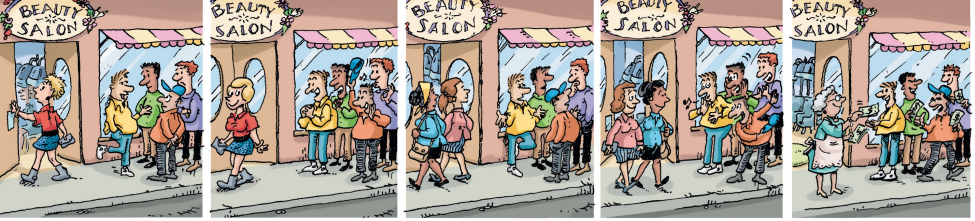




WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **CARRIE STRACHAN**



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ROWING
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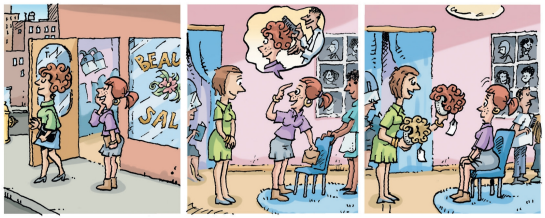
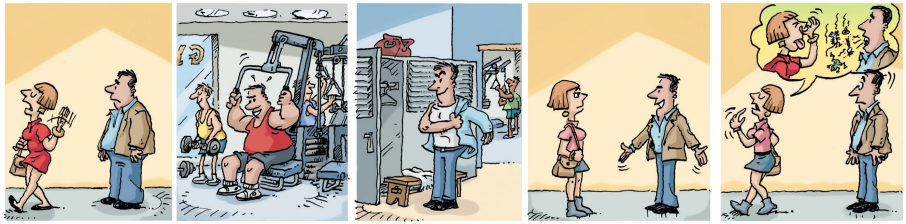
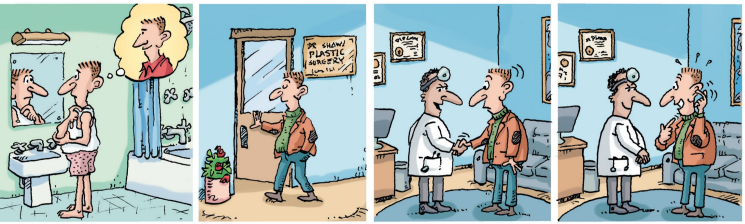
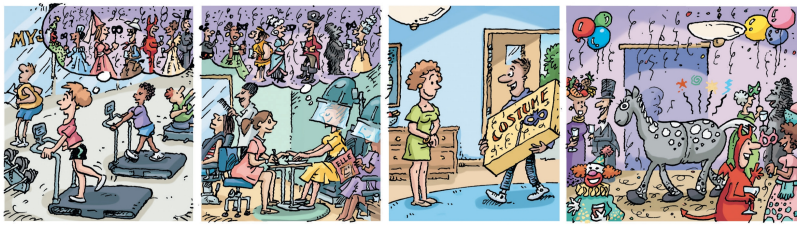





PLASTIC SURGERY


COSTUME

CASTING DIRECTOR
CASTING OFFICE
CASTING OFFICE
JAWS
GYM
CASTING OFFICE
JAWS
CASTING DIRECTOR

BODY MODIFICATION TRENDS OF THE FUTURE

WRITER BRIAN & SEAN FARRELLY
ARTIST TOM BUNK

Every generation develops its own "protest look." In the sixties, the ultimate expression of rebellion was to have long, greasy hair. Today, the only people with long greasy hair work in the film industry or manage comic book shops. Currently, tattoos and body piercings identify Gen-X trendies rebelling against society and their parents. But tomorrow, you might need tattoos to get into the Boy Scouts! That's the problem with protest looks—society eventually accepts and gets used to them, meaning the next generation has to come up with an even more outrageous and grotesque trend. What does the future hold? Let's travel down not-yet-memory lane and explore...

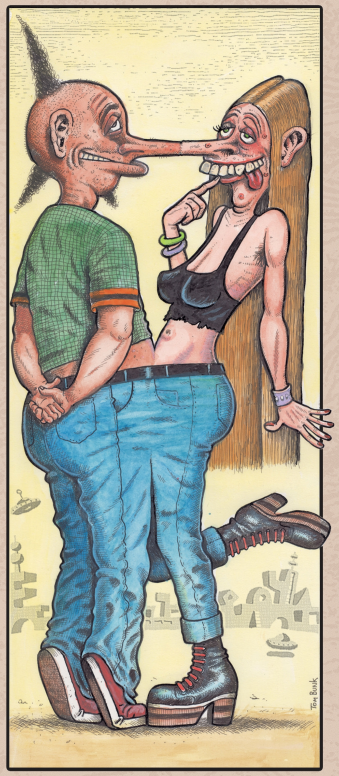
2000
RASTA NOSTRILS
The exotic, reggae-drenched underground cool of Rastafarianism hits cultural peak when the nose-hair fad sweeps the nation.

2012
BODY WARPING
Leg and arm bones are deliberately broken and permanently reset in positions that nature never intended. Favorite styles include the "butterfly knot," the "pretzel," and the ever-popular "YMCA."

ORIGINALLY PUBLISHED IN MAD #369, MAY 1998

2023
PIRATE COOL
Needless amputations and prosthetic limbs become the ultimate in radical fashion when a look dubbed "pirate cool" sweeps the nation. Kids everywhere go in for peg legs, hooks, and laser eye removal surgery.

2026
WRINKLE CHIC
An offshoot of the baggy pants look of the 90s, baggy skin becomes all the rage. People have their epidermis pulled and stretched like saltwater taffy until their faces and bodies attain that wrinkly, casual, totally fly shar-pei dog look.



2028
BODY WELDING
aka CONJOINOPLASTY
Having your boyfriend's r girlfriend's name tattoed on your body is no longer enough to express your eternal devotion. Instead, couples display their commitment to each other by undergoing "body welding," a process in which their flesh is stitched together at a spot of their choosing, joining them forever in a permanent bond of love and togetherness.

2030
UNICORNOPLASTY

Tough guy wannabes everywhere have a unicorn horn surgically implanted in their foreheads. Besides having a new symbol of their rugged individuality, they can also take part in bloody head-butting contests to settle their mating, financial, and sports trivia disputes with friends and rivals.

2033
TATTOO A-GLOW-GLOW

Flourescent ink and microchips implanted undernaeth the skin make possible the newest in body augmentation–flashing neon tattoos! Programmable to flash different messages, most opt to announce their allegiance to a gang or a band, or to publicize there homepage on the web.

2036
CELLOPHANE STYLE

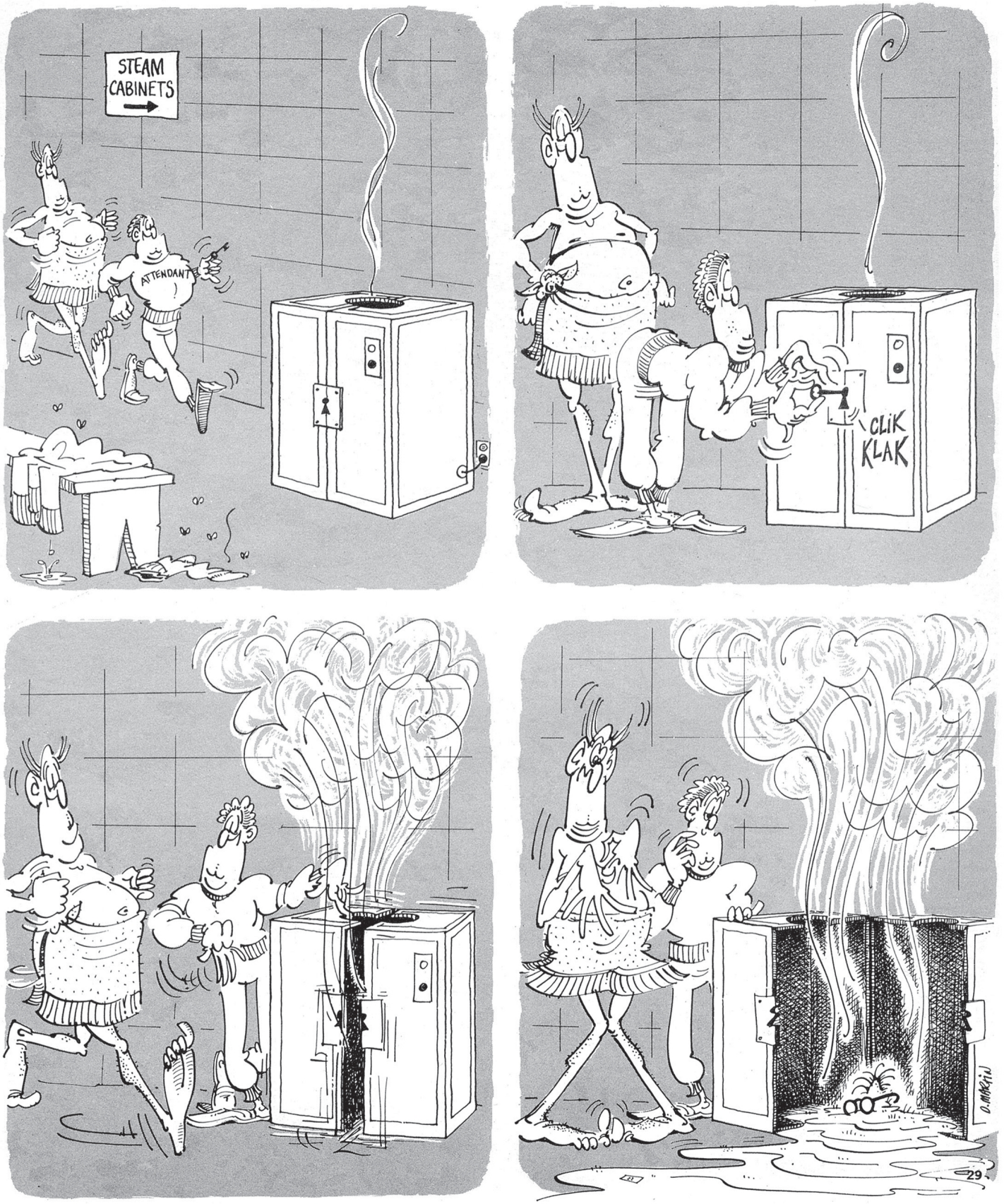
Layers of skin are surgically removed and replaced with clear transparent plastic in order to expose internal organs and blood vessels, attaining the trendy "Slim Goodbody/visable man" look.

Stitch graphic ©Pavel Naumov, www.dreamstime.com

2040
CRITTERIZING
aka MANIMAL MORPHING

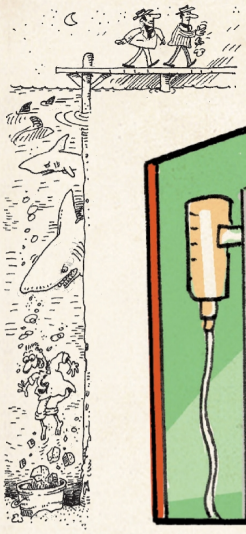
Radical animal lovers undergo procedures to resemble the creatures the most adore. Elective options add udders, hupms, and marsupial pouches. Sea lovers have blowholes and gills created, and can add steel wire piercings through their cheeks, creating the makesshift catfish look so in vogue.

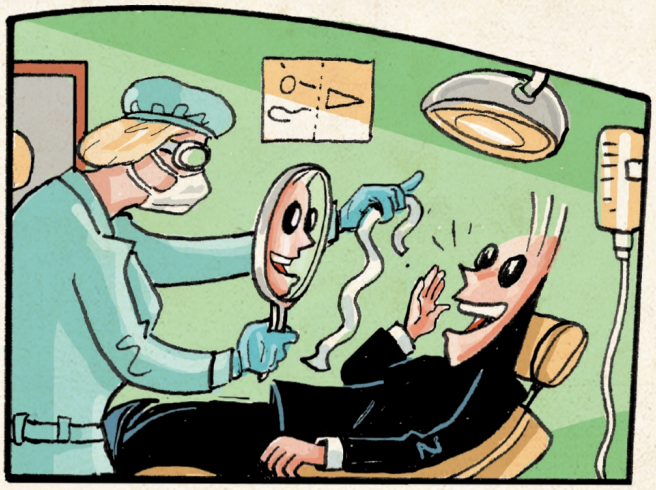
ONE EVENING AT THE HEALTH CLUB

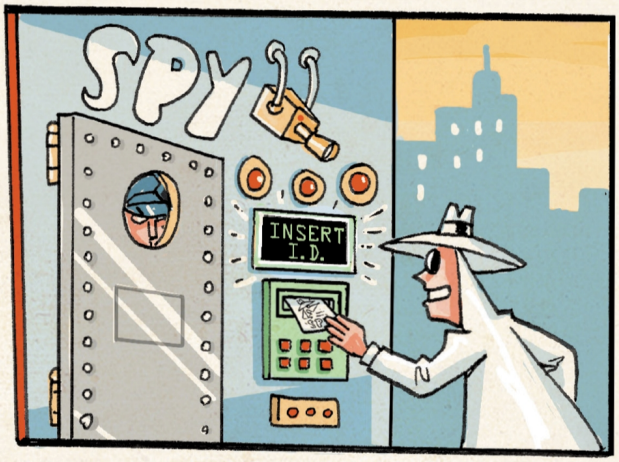


ORIGINALLY PUBLISHED IN MAD #123, DEC 1968

SPY
VS
SPY
VS
SPY
NEED PLASTIC SURGERY?
NEED PLASTIC SURGERY?
PLASTIC
SURGERY






SPY
INSERT I.D.

SPY
CHECKING

FACIAL RECOGNITION ERROR
I.D.
SPY

INTRUDER ALERT
I.D.
SPY

POW!
POW!

SPY

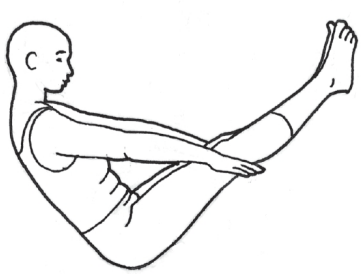
POW!
POW!

WAR OF THE POSES DEPT.

YOGA POSITIONS THAT OCCUR IN DAILY LIFE

Most people who seek enlightenment and peace through yoga attend strenuous classes, visit weird ashrams, and endlessly repeat mind-numbing mantras (fa fa om, fa fa om, fa fa om)! But the truth is you don't need training, knowledge or dedication of any kind to be a true Yoga master, because you already are one! In fact, whether you realize it or not, you practice difficult and advanced Yoga postures on an everyday basis, which you're sure to recognize in these...

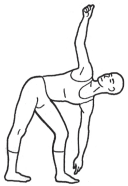
WRITER **GARY HALLGREN**
ARTIST **DARREN JOHNSON**

THE YOGA POSITION	THE REAL LIFE EQUIVALENT
Ox Pose	Vomiting your guts out after a long night of hard drinking
Holy Fig Tree Pose	Putting the angel on top of the Christmas tree
	
Boat Posture	Lifting legs for vacuum

THE YOGA POSITION	THE REAL LIFE EQUIVALENT
Shoulder Stand	Putting on tight jeans
Child Pose	Playing dead to avoid making small talk
Folded Pose	Falling asleep while pulling all-nighters during finals week
Cows Arms	Trying to get something off your back

THE YOGA POSITION	THE REAL LIFE EQUIVALENT
Tree Pose	Holding it in on a long public restroom line
Eagle Pose	Riding the subway at rush hour
Supine Twist	Retrieving remote from under sofa
Lotus Pose	Sitting in back of an economy car

ORIGINALLY PUBLISHED, MAD #426, FEB 2003

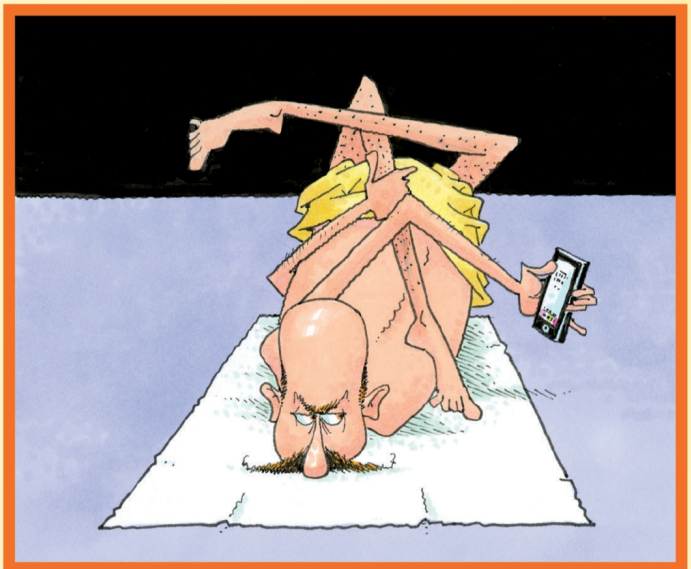
THE YOGA POSITION	THE REAL LIFE EQUIVALENT
Standing Half Lotus	Checking to see what you've stepped in
 Extended Triangle	Pumping gas from the wrong side
Chair Pose	Squatting over a nasty public toilet while holding door with broken latch closed
Swan Pose	Kissing American soil after returning from a budget cruise from hell

Universal Pet Peeves of Beloved Yoga Masters

WRITER & ARTIST **JOHN CALDWELL**

Inconsiderate a-holes who burp their mantras

When your chakras are vibrating in accordance with your inner harmony and you create a perfect fusion of mind, body and spirit...at least until your ass muscles fall asleep



Telemarketers always call when you're in the "dining caribou" position

Having to wait an hour and a half for the Roomba to finish the yoga mat

Getting conned into a really advanced position by some lard ass out to win a stupid Twister-related bet

ORIGINALLY PUBLISHED, MAD #505, OCT 2010

NEW!!! FROM NORDIC TRAP!!!

THE TOTALLY AMAZING AB TERRORIZER!!!™

You can have incredible ABS with JUST ONE REP PER DAY!!!

You read that right! Just one rep per day! That's because the patented granite headrest on each and every AB Terrorizer weighs an incredible 786 pounds!

"I went from this...

...to this — in seven — yes, just seven reps!!!" *

*Seven reps, done in conjunction with a daily regimen of running, rollerblading, wrestling, mountain climbing, liquid diet, yoga, aerobics, swimming, hiking, cross country skiing, sit ups, push ups, liposuction, chin ups, vitamins, food supplements, a round-the-clock personal trainer and a professional air brush artist.

What makes this incredible progress possible?

The AB Terrorizer is a phenomenal combination of weights, pulleys, leverage and advertising hype!

Isn't it difficult to do even one rep with a 786 pound headrest?

Normally, it would be very difficult. But because of the precision tooling and geometrically sound leverage pivot points of the AB Terrorizer, the 786 pounds is no more difficult to lift than a small Buick of equal weight!

Does the AB Terrorizer come with any guarantee?

Absolutely! We guarantee that the AB Terrorizer is the last piece of exercise equipment you will ever buy! That's because once you receive and examine firsthand this phenomenal piece of engineering, we're sure you will have learned your lesson to never again fall prey to the phenomenally ridiculous claims made by mail-order exercise equipment manufacturers!

The complete AB Terrorizer is only $249.95! There are no hidden extras! Your AB Terrorizer is available for pickup at either of our two convenient warehouse locations in Kowloon Peninsula, Hong Kong or Krakow, Poland. Should you wish delivery to your home, the AB Terrorizer is still only $249.95, plus $2,374.85 freight, handling and bubble wrap. For even faster service call 1-800-HERNIA!

Before you start any exercise program, consult a doctor. Before bringing an AB Terrorizer into your home, consult a structural engineer.

WRITER **DICK DEBARTOLO**
PHOTOGRAPHER **IRVING SCHILD**

USE THIS MONEY SPENDING COUPON RIGHT NOW!!!

Yes! Rush me my AB Terrorizer right away! I understand that if for any reason I am unhappy or not completely satisfied, Nordic Trap guarantees to feel phenomenally sympathetic for my disappointment without being required to refund the purchase price or assume any other responsibility whatsoever. This same sympathy clause applies to Nordic Trap's exclusive iron-clad warranty should my AB Terrorizer ever break down or malfunction in any way.

Name:_____
Address:_____
City/State:_____
ZIP_____

Mail to: Ab Terrorizer
T Reps Drive
Dubious Claims, Nebraska
68504

A MAD AD PARODY

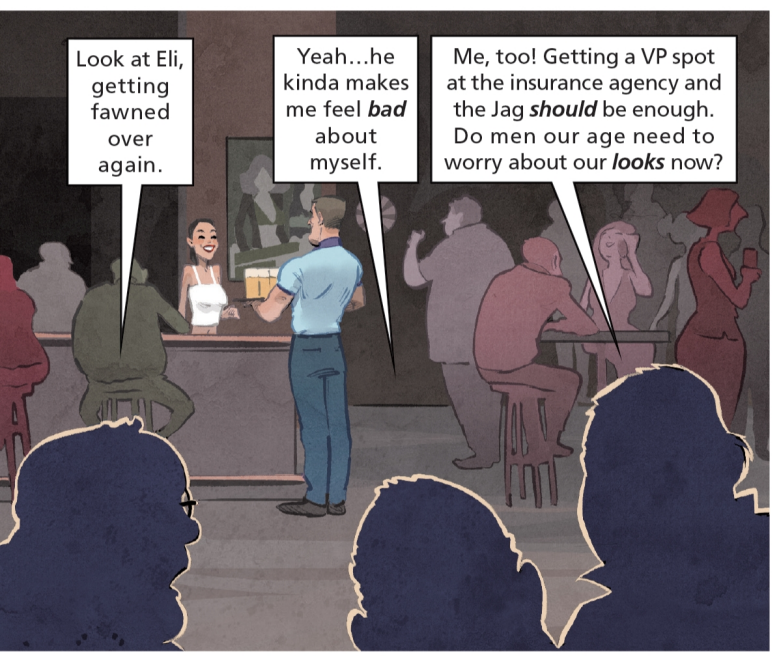
ORIGINALLY PUBLISHED IN MAD #362. OCT 1997

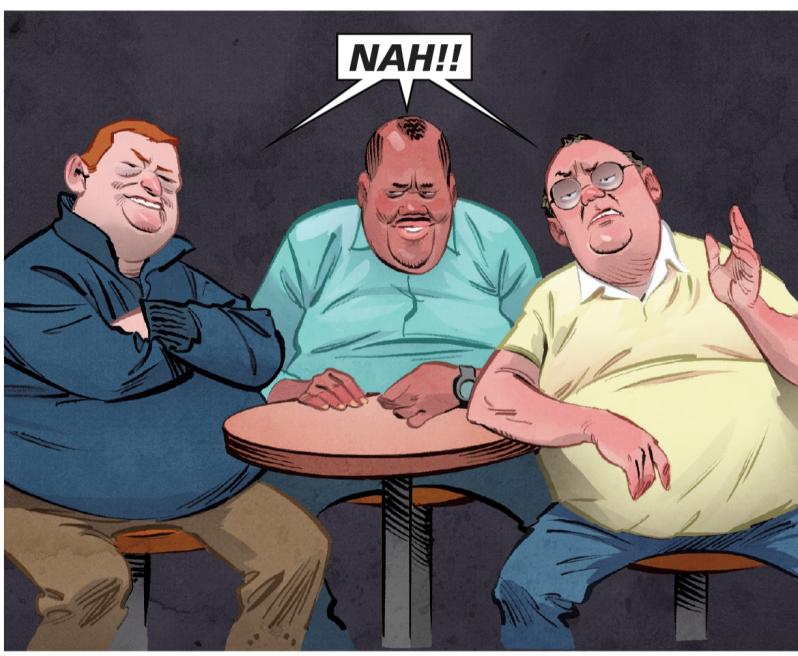
SO VIAL DEPT.

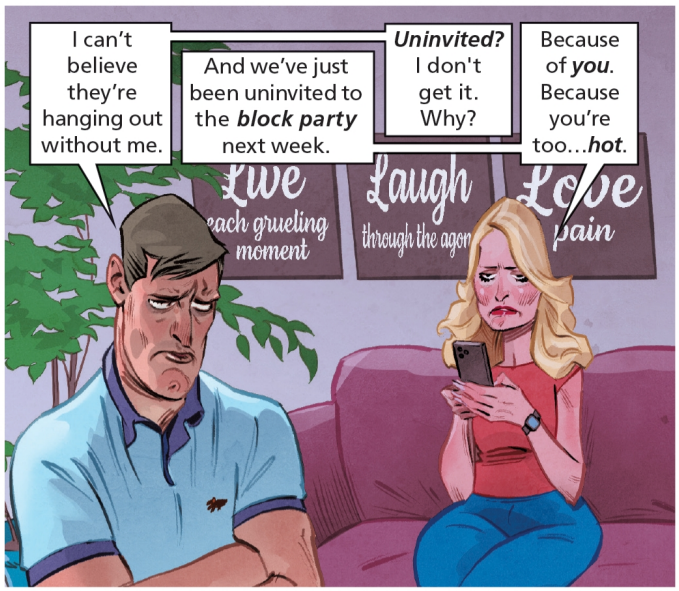
Have you ever considered the loneliness of the physically perfect—those whose good looks alienate them from the frumpier masses? Meet Eli Twinkle, a man so desperate to fit in, he resorts to an ugly solution...

THE SCHLUBSTANCE

WRITER **PAULA SEVENBERGEN** ARTIST **HERMANN MEJIA**

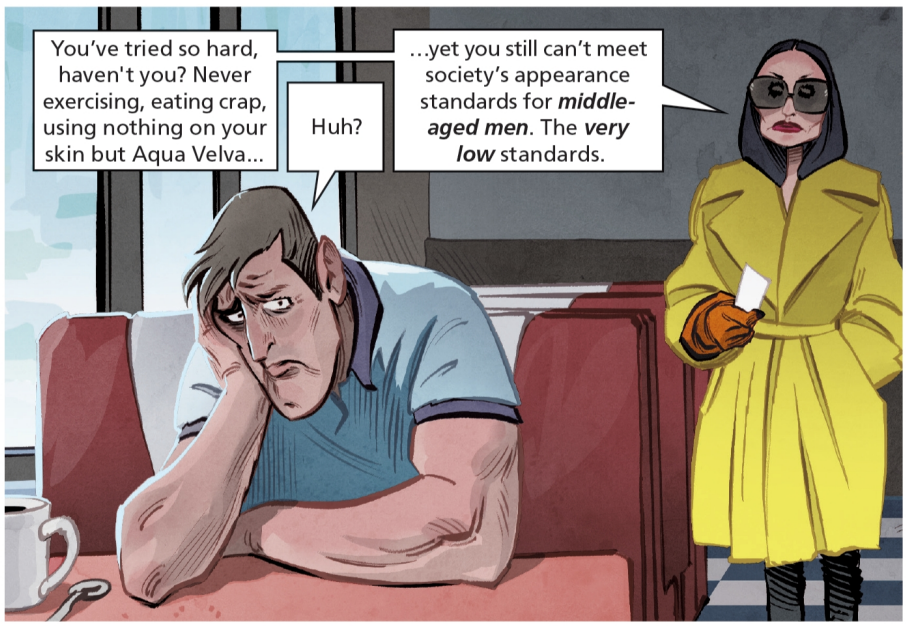

Look at Eli, getting fawned over again.
Yeah...he kinda makes me feel *bad* about myself.
Me, too! Getting a VP spot at the insurance agency and the Jag *should* be enough. Do men our age need to worry about our *looks* now?



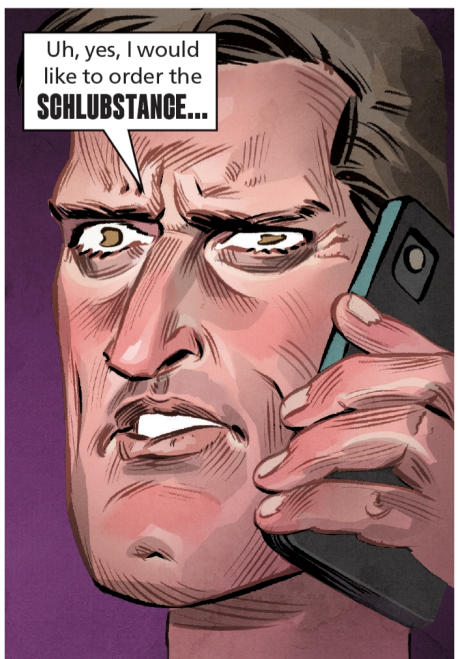

I can't believe they're hanging out without me.
And we've just been uninvited to the *block party* next week.
Uninvited? I don't get it. Why?
Because of *you*. Because you're too...*hot*.
Laugh through the agon
Love pain

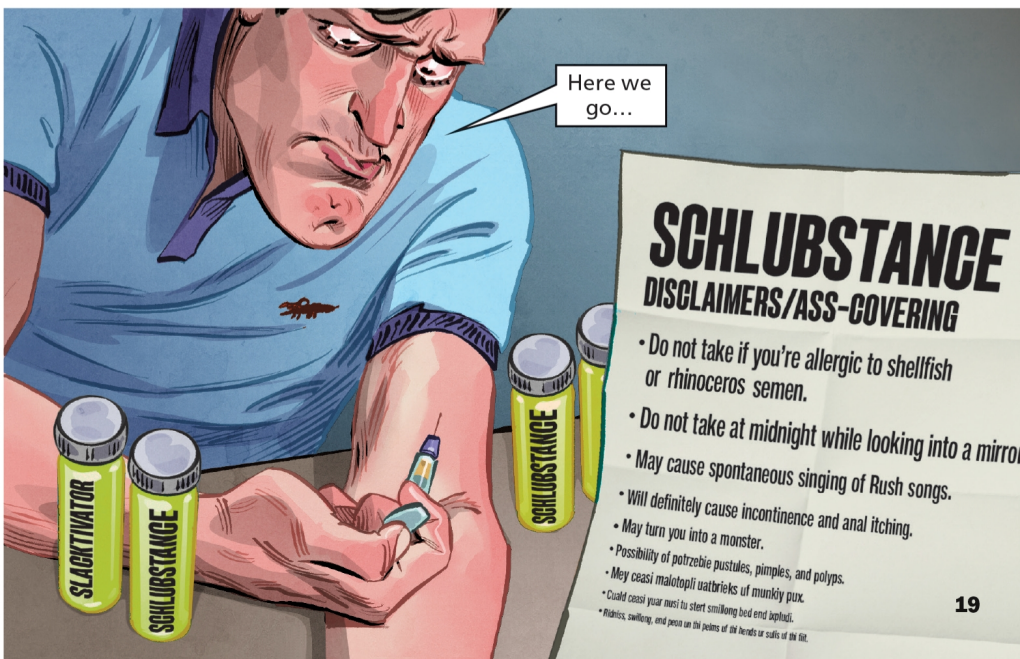
Bree, wait... I'm sorry!

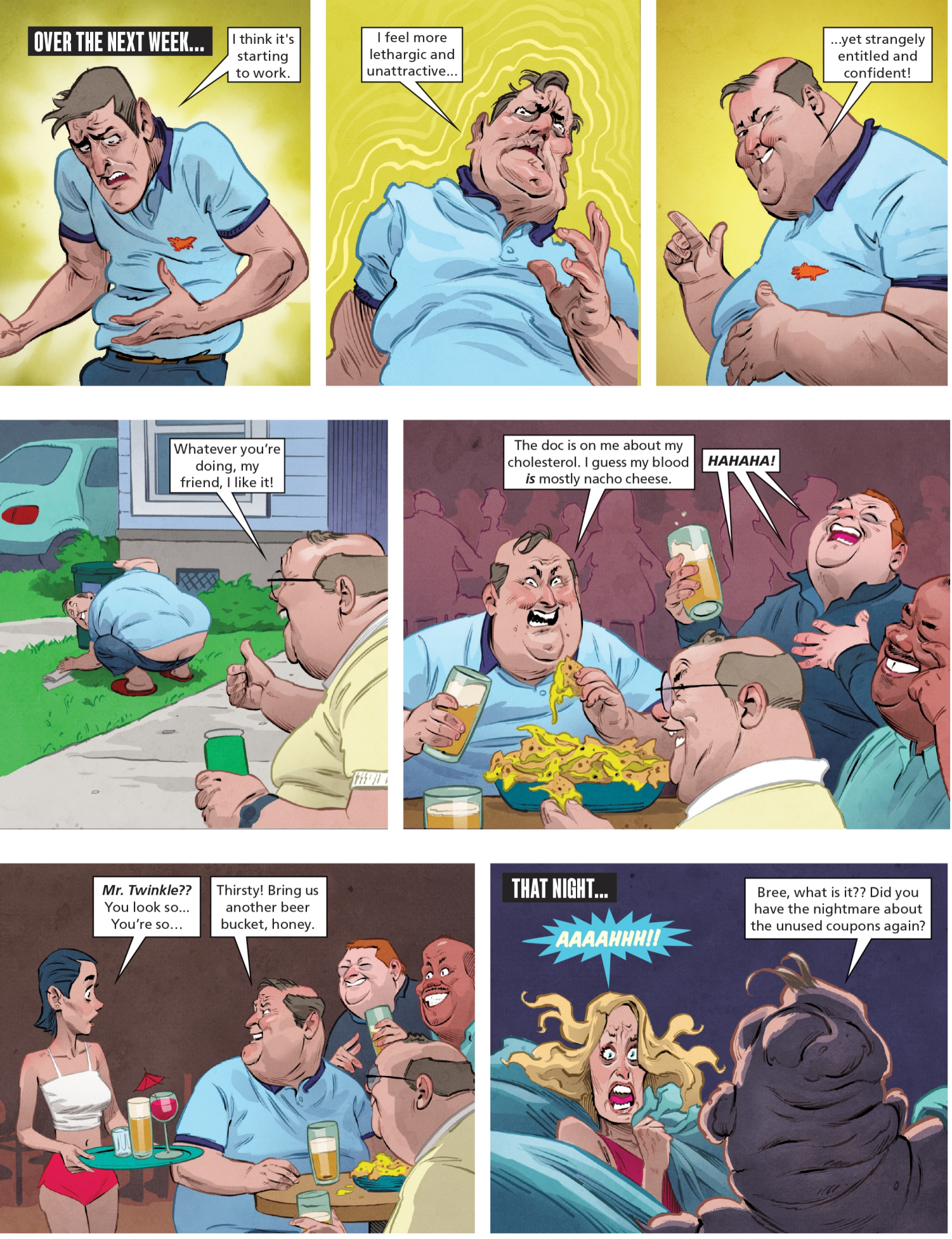
TOO HOT... HOT... HOT...


You've tried so hard, haven't you? Never exercising, eating crap, using nothing on your skin but Aqua Velva...
Huh?
...yet you still can't meet society's appearance standards for *middle-aged men*. The *very low* standards.

Finally, someone who understands.
Call this *number*. They had a solution for me. They'll have one for you, too.


Uh, yes, I would like to order the SCHLUBSTANCE...


Here we go...
SCHLUBSTANCE
DISCLAIMERS/ASS-COVERING
• Do not take if you're allergic to shellfish or rhinoceros semen.
• Do not take at midnight while looking into a mirro
• May cause spontaneous singing of Rush songs.
• Will definitely cause incontinence and anal itching.
• May turn you into a monster.
• Possibility of potzebie pustules, pimples, and polyps.
• May ceasi malotopli uatbrieks uf munkiy pux.
SLACKTIVATOR
SCHLUBSTANCE
SCHLUBSTANCE


OVER THE NEXT WEEK...
I think it's starting to work.
I feel more lethargic and unattractive...
...yet strangely entitled and confident!
Whatever you're doing, my friend, I like it!
The doc is on me about my cholesterol. I guess my blood *is* mostly nacho cheese.
HAHAHA!
Mr. Twinkle?? You look so... You're so...
Thirsty! Bring us another beer bucket, honey.
THAT NIGHT...
AAAAHHH!!
Bree, what is it?? Did you have the nightmare about the unused coupons again?

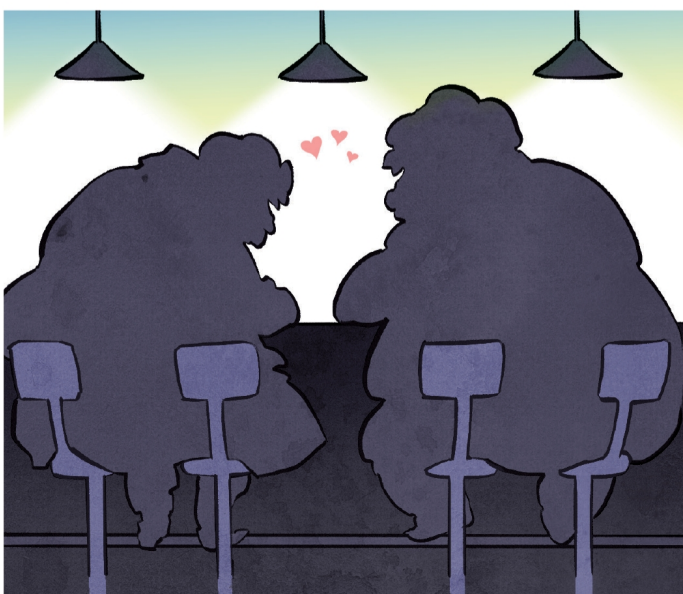
You should have switched to the *maintenance* phase, sir. That's why you're still transforming.
So if I stop taking it, I'll change back. *Right??*
Unlikely. But hey, weirder things have happened!

LATER THAT DAY...
So then we decided on a wood-grain finish for the, uh...
...for the gazebo... *erhm...*
DEER HAVEN ESTATES ANNUAL BLOCK PARTY
CRIPES!
WAAAA!

No one wants you here, Eli! You're *hideous*!!
BLUHH!

HIDEOUS...
HIDEOUS...
HIDEOUS...
Excuse me...

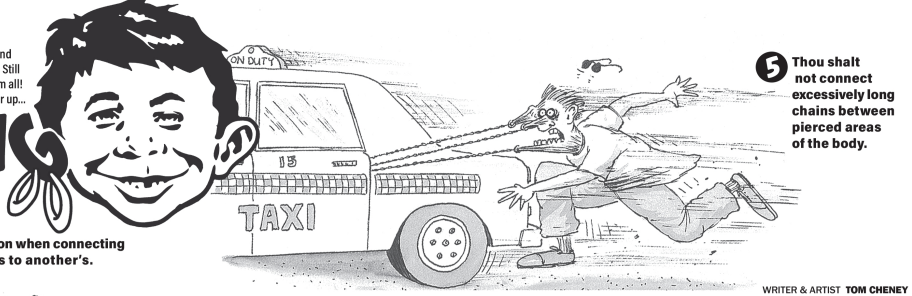
...are these seats taken?



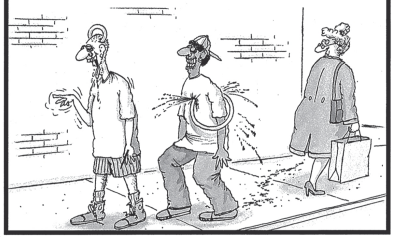
HOLIER THAN OW! DEPT.

Body piercers are a diverse group. Some pierce only their ears from which they hang hoops and diamonds—a statement of taste and fashion. Others pierce their nose and eyebrows from which they hang crosses and safety pins—a statement of hipness and rebellion. Still others pierce their nipples and naughty parts from which they hang rings—a statement of sexual kinkiness. We at MAD salute them all! And it is because of our heartfelt concern for these flesh-poking perverts that we descend from our lofty comedic mountaintop to offer up...

THE TEN COMMANDMENTS OF BODY PIERCING



1 Thou shalt not pierce areas of the body in a manner that jeopardizes the function of major organs.



2 Thou shalt exercise caution when connecting one's own piercings to another's.

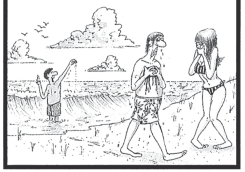
3 Thou shalt not pierce together parts of the body that are not naturally connected.

4 Thou shalt not expose thyself to extreme gravitational forces while wearing heavy pieces of jewelry.

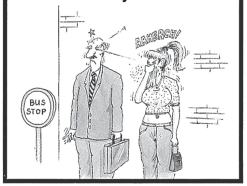
5 Thou shalt not connect excessively long chains between pierced areas of the body.

WRITER & ARTIST **TOM CHENEY**

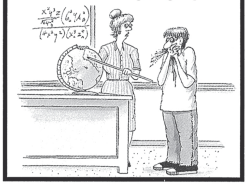
6 Thou shalt not body surf while wearing nipple rings.



7 Thou shalt not wear nose pins while suffering from hay fever.



8 Thou shalt not attempt to say the word "Saskatchewan" while wearing tongue pins.



ORIGINALLY PUBLISHED, MAD #340, OCT/NOV 1995

9 Thou shalt not French kiss anyone with braces while wearing lip rings.

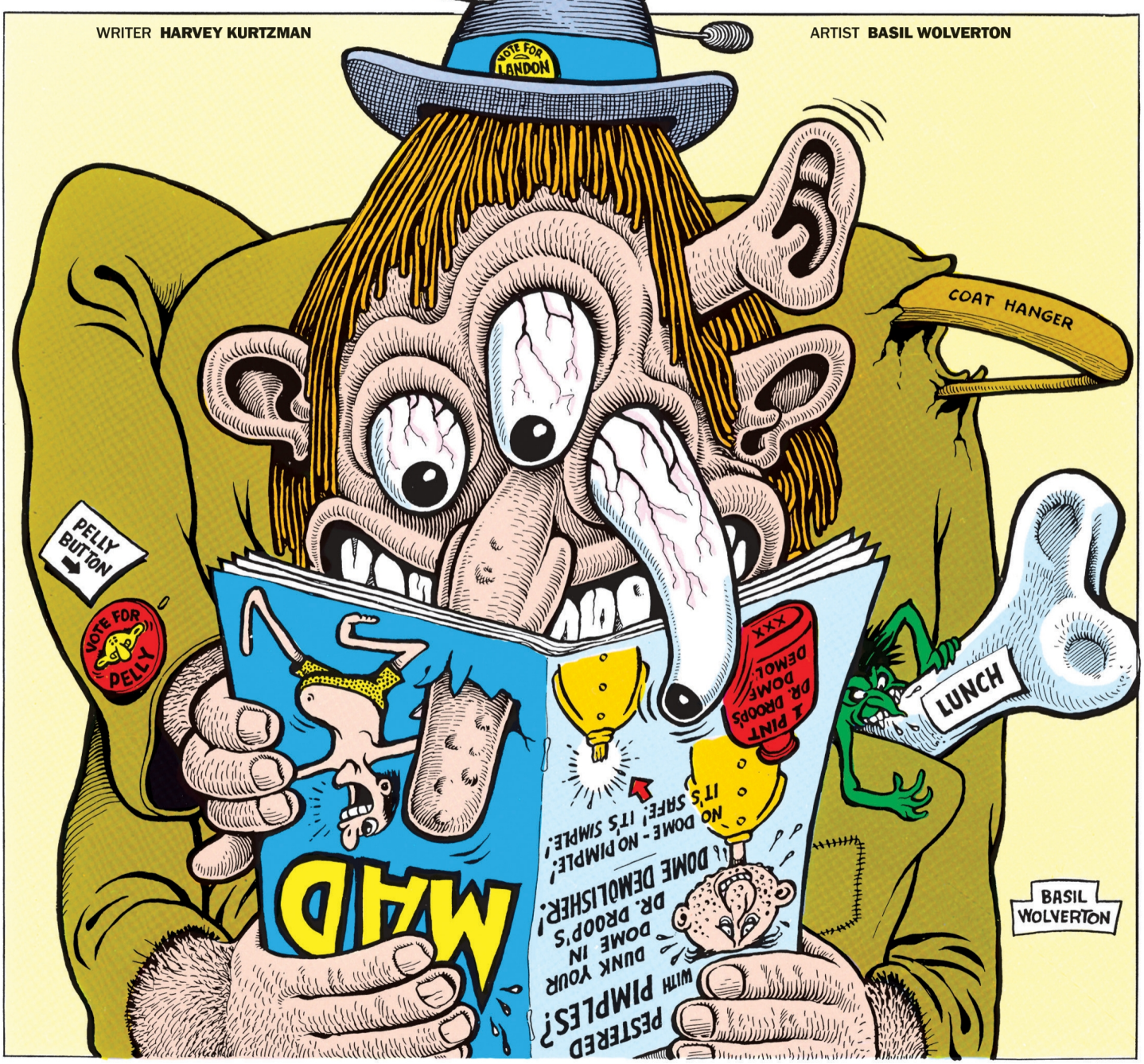
10 Thou shalt not pierce areas of the body that compromise the structural integrity of a condom.

SPECIAL FEATURES DEPT.

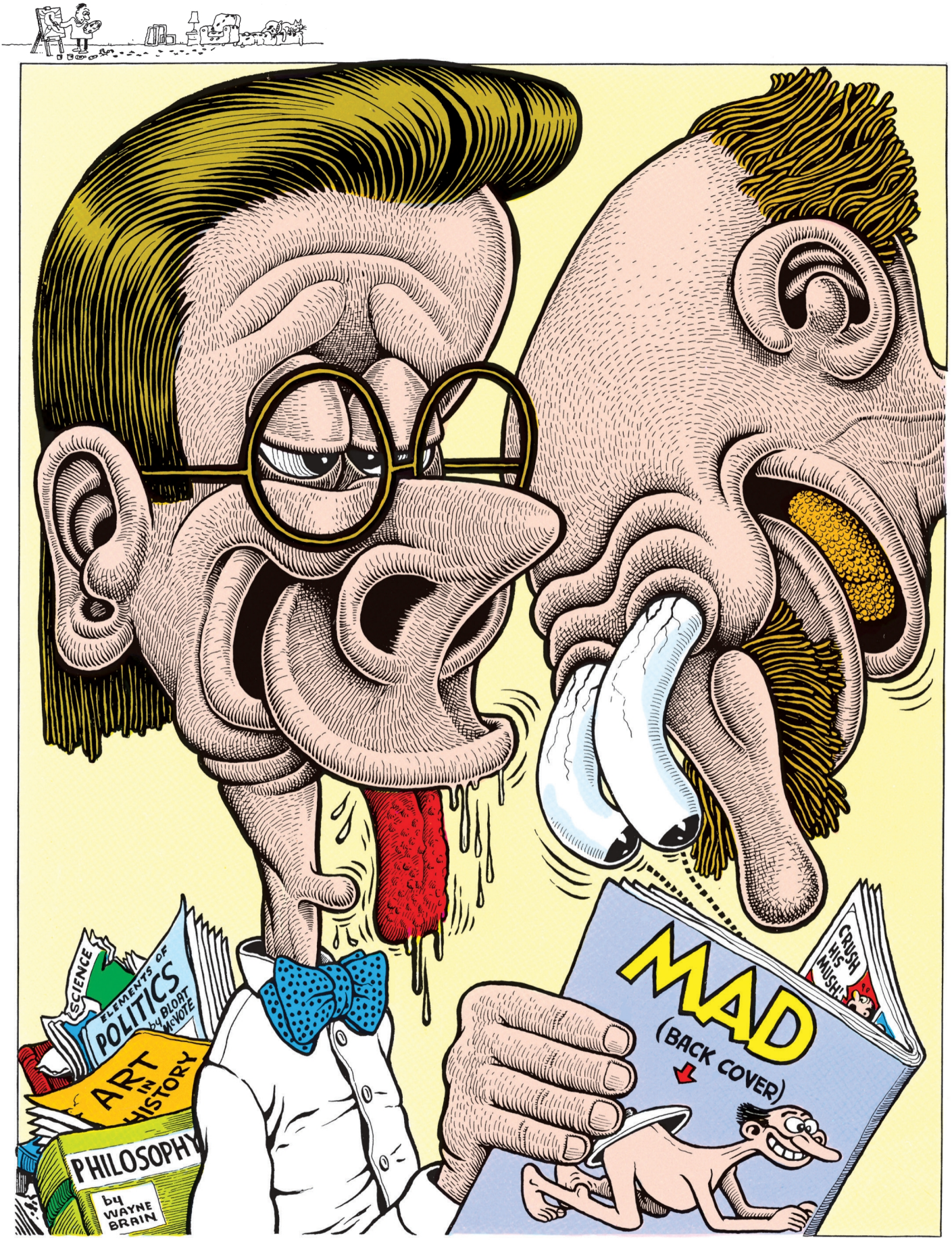
DEAR READERS! THE FOLLOWING FIVE PAGES ARE SO DISGUSTING...SO NAUSEATING, THEY'LL MAKE YOU SICK FOR DAYS TO COME! .....NOW THAT WE'VE AROUSED YOUR INTEREST...HERE'S A FEATURE ABOUT SOMEONE YOU KNOW VERY WELL!...*VERY VERY* WELL! HERE IS A FEATURE ABOUT ***YOU***...OUR...

MAD READER!

WRITER **HARVEY KURTZMAN** ARTIST **BASIL WOLVERTON**

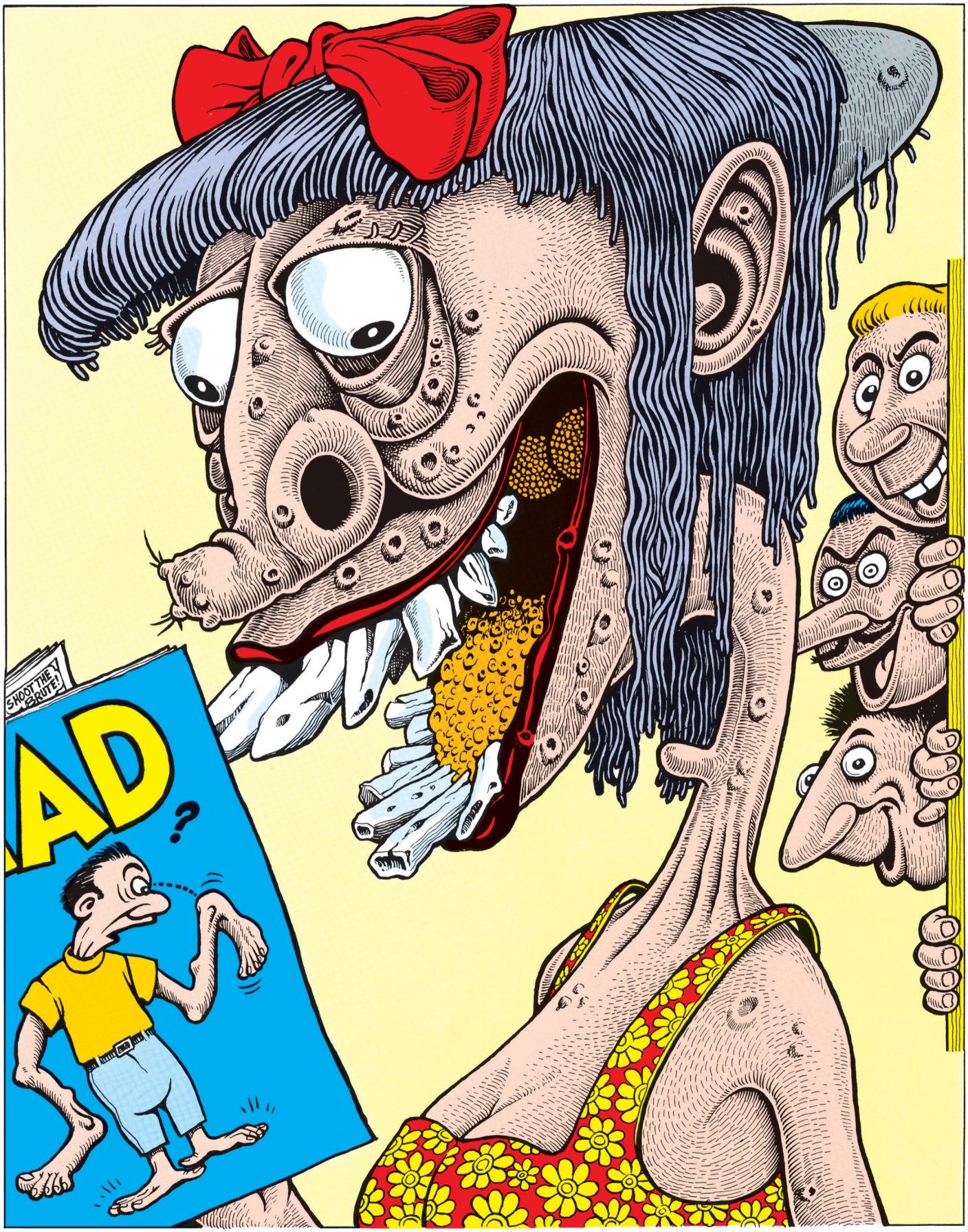


ON THIS AND THE FOLLOWING FOUR PAGES ARE VIEWS OF WHAT WE, THE EDITORS OF ***MAD***, BELIEVE TO BE A CROSS-SECTION OF THE PEOPLE WHO READ ***MAD!***...AND SO, WHILE YOU WANDER THROUGH THE FOLLOWING PAGES, SMIRKING, GUFFAWING AND RETCHING AT WHAT YOU SEE...PAUSE A MOMENT! THE FACE YOU'RE RETCHING AT MAY BE YOUR OWN!



THE STUDENT MAD READER (WITH TEACHER): HERE IS THE INTELLECTUAL COLLEGE YOUTH! THIS FELLOW WAS A SERIOUS, SOBER, 'A' AVERAGE STUDENT... WELL VERSED IN THE CLASSICS WITH A SUCCESSFUL CAREER ASSURED ... BEFORE READING ***MAD!*** READING ***MAD*** HAS BROUGHT ABOUT A HAPPY CHANGE IN THIS STUDENT! TODAY THIS STUDENT IS AN EMPTY DROOLING IDIOT... BUT NEVERTHELESS, A ***HAPPY*** EMPTY DROOLING IDIOT!

THE ELDERLY MAD READER: MAD IS BY NO MEANS CONFINED TO THE YOUNGER SET! HERE IS AN ELDERLY MAN WHO, BEFORE READING ***MAD***, WAS CONFINED TO A WHEEL CHAIR... CONFINED TO A STRICT DIET OF SHREDDED WHEAT... AND CONFINED TO CONDENSED WATER! THEN HE READ ***MAD!***... NOW HE IS NO LONGER CONFINED TO A WHEEL CHAIR... NO LONGER CONFINED TO THE SHREDDED WHEAT... AND NO LONGER CONFINED TO THE CONDENSED WATER!... HE IS MERELY... CONFINED!



THE FEMALE MAD READER: ...THIS YOUNG LADY HAD DISHPAN HANDS... PERSPIRATION ODORS FROM ALL '13'... A SEVERE CASE OF ACNE... AND BOY-FRIENDS NEVER CAME TO CALL ON HER!... THEN SHE BOUGHT ***MAD!*** NOW... SHE STILL HAS DISHPAN HANDS... PERSPIRATION ODORS FROM ALL '13'... A SEVERE CASE OF ACNE... BUT BOY-FRIENDS FLOCK TO CALL ON HER AND AS SOON AS THEY BLUDGEON HER INSENSIBLE AND PRY ***MAD*** LOOSE FROM HER VISE-LIKE GRIP... THEY FLOCK AWAY AGAIN!

ORIGINALLY PUBLISHED, MAD #11, MAY 1954

THE CRITICAL MAD READER: ... FINALLY THERE ARE THOSE WHO READ AND DO ***NOT*** LIKE ***MAD!*** AND SO... IN ALL HONESTY, WITH A FIRM BELIEF THAT EVERY ARGUMENT HAS TWO SIDES... IT IS WITH A SENSE OF FAIR PLAY AND CLEAN LIVING THAT WE PRESENT WITHOUT BIAS, WITHOUT RESENTMENT OR MALICE... AN UNPREJUDICED DRAWING OF SAID TYPE READER WHO... AFTER MUGGING THE ABOVE INFANT, IS BRUTALLY DESTROYING THE CHILD'S TREASURED COPY OF ***MAD!***

Make Beautiful Hair

BLECCH

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Blecch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Blecch tonight. Blecch comes in three special formulas:

● For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears. ● For oily hair—loosens up that slick-combing stuff so it spills down over your eyes. ● For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Blecch"! Yeah! Yeah! Yeah!

ORIGINALLY PUBLISHED IN MAD #90, OCT 1964

ARTIST **FRANK FRAZETTA**

UNDO INFLUENCE DEPT.

Image-obsessed Americans shell out big bucks following ludicrous tips from health and beauty "experts" on social media. While a few rare individuals give advice that is actually helpful, you'll know...

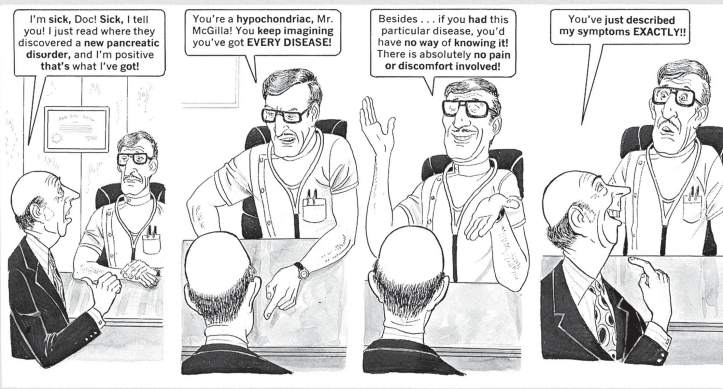
It's Time to UNFOLLOW an Influencer When...

WRITER & ARTIST **IVAN EHLERS**

You can't tell if he's applying a filter or if he got his crowdfunded jaw-enhancement surgery
JAWS
LEADING WITH MY CHIN
JAY LENO

You thought she looked great for a senior citizen, but it turns out she's 29
I'M BLIND!
MAKE SURE YOU NEVER, EVER WEAR ANY SUNBLOCK!

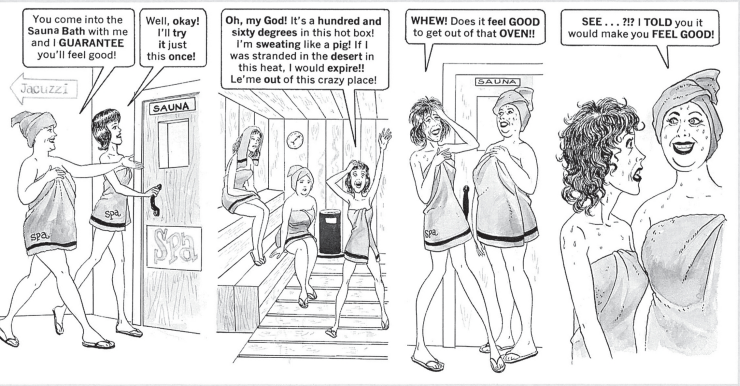
See you later! I'm taking my daily walk down to the **Health Food Store** for my **nutritional needs!**
And **what** kind of **JUNK** are you buying **today?!?**
Wheat germ! Brewer's yeast! Ginseng roots! Herb tea! Blackstrap molasses and granola! And it's **NOT JUNK!!** What **YOU** eat is **junk!**
Oh, yeah? I'd rather eat **JUNK FOOD** than **CRACKPOT FOOD!!**
Do what you **want!!** Just remember that **my health foods** have kept me **free** of **colds** and **illnesses** for the **past six years!**
It wasn't the **HEALTH FOODS** that did it!!
It was the **DAILY FIVE MILE WALK** to the **Health Food Store!!**

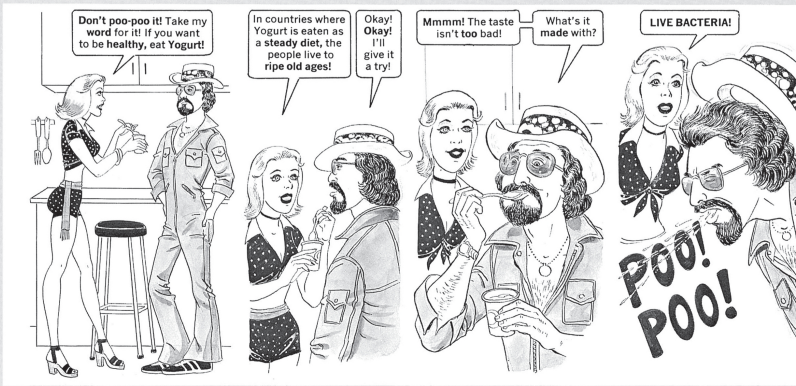

I'm **sick,** Doc! **Sick,** I tell you! I just read where they discovered a **new pancreatic disorder,** and I'm positive **that's** what I've **got!**
You're a **hypochondriac,** Mr. McGilla! You **keep imagining** you've got **EVERY DISEASE!**
Besides . . . if you **had** this particular disease, you'd have **no way** of **knowing it!** There is absolutely **no pain or discomfort involved!**
You've **just described my symptoms EXACTLY!!**

BERG'S-EYE VIEW DEPT.

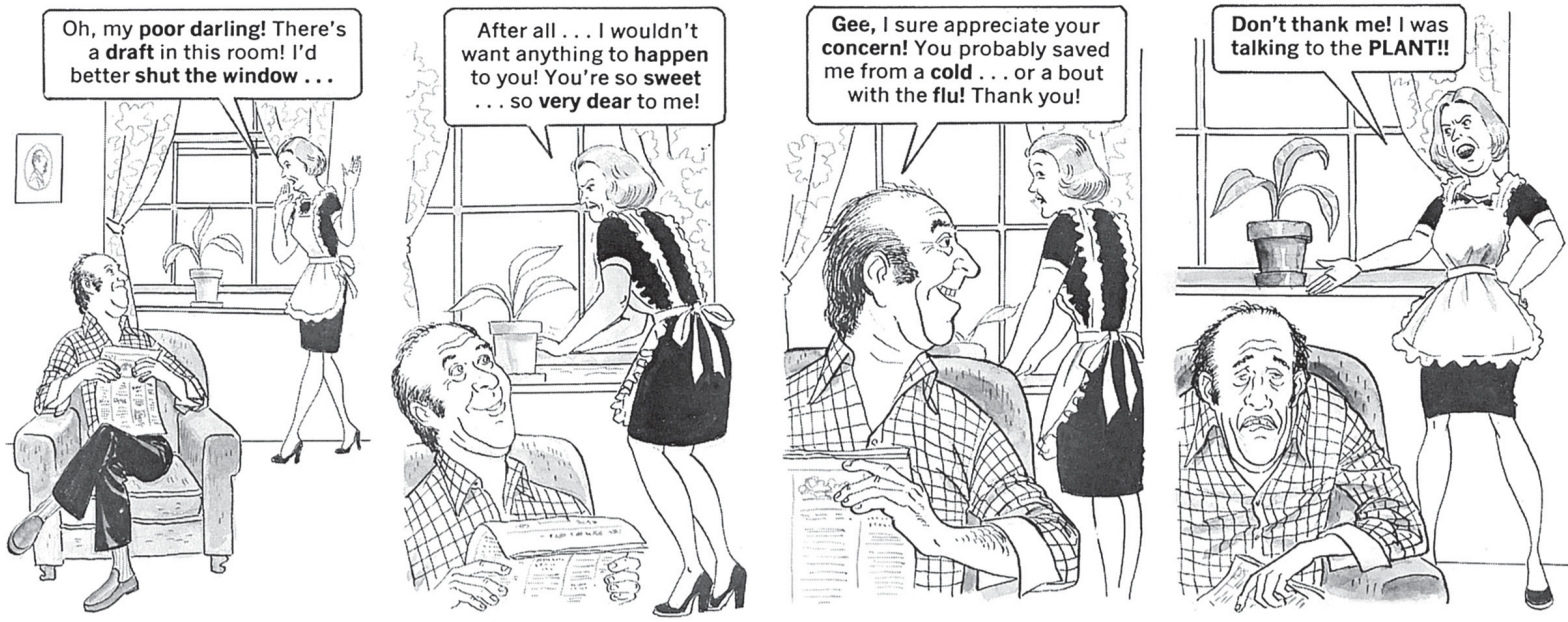
THE LIGHTER SIDE OF... HEALTH NUTS

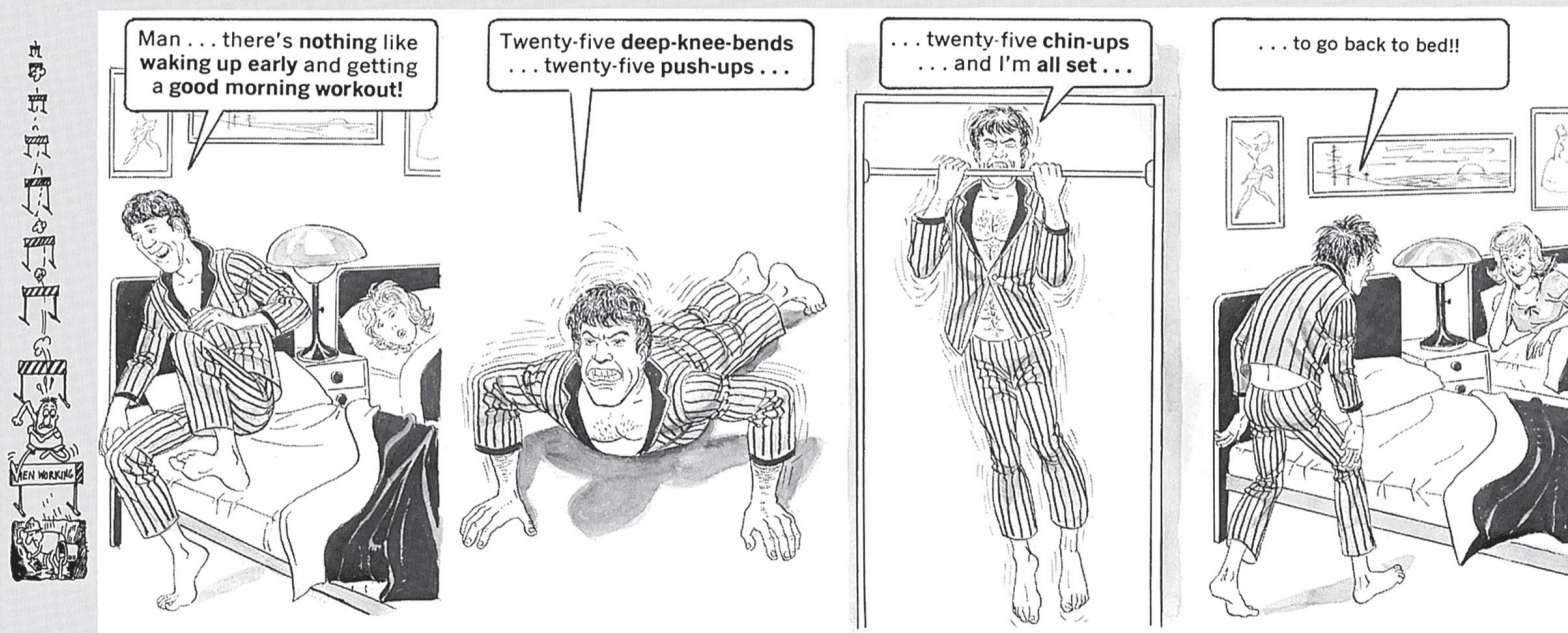
WRITER & ARTIST
DAVE BERG

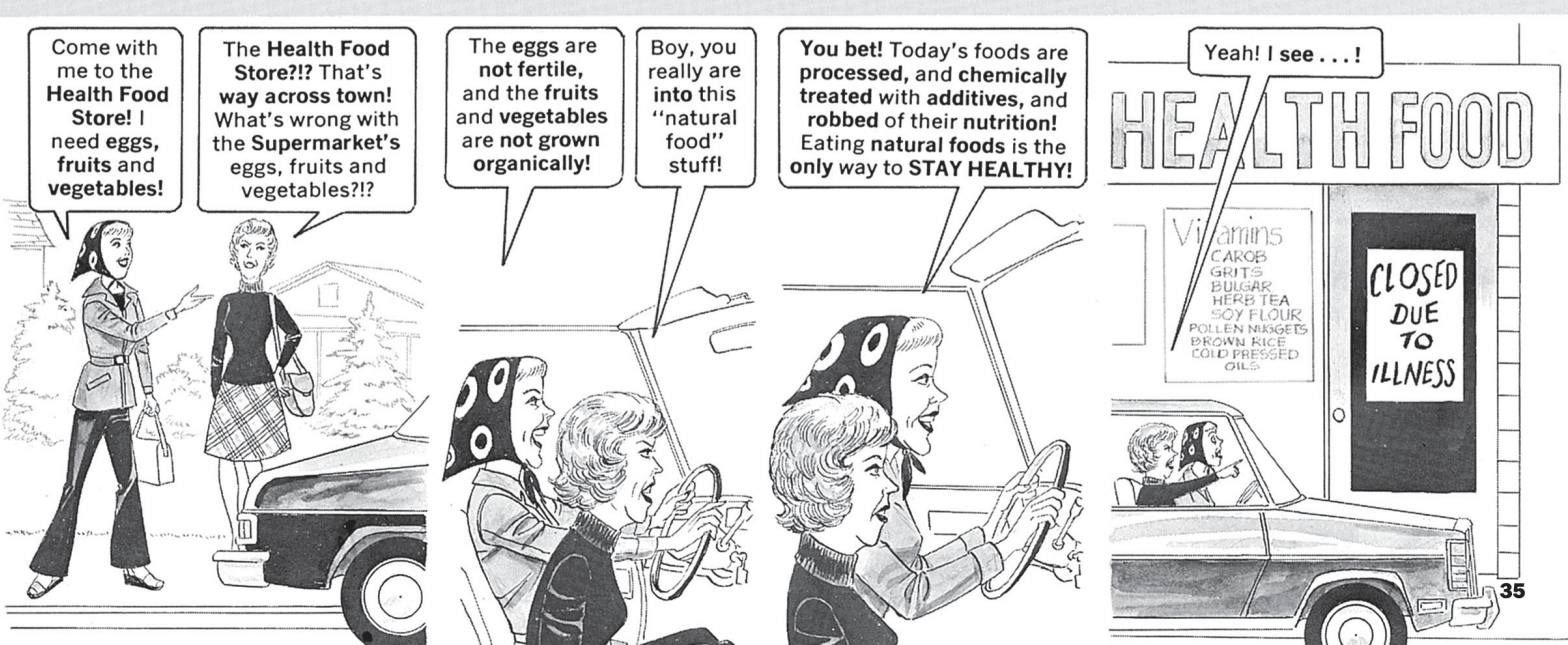

You come into the **Sauna Bath** with me and I **GUARANTEE** you'll feel good!
Jacuzzi
SAUNA
Well, **okay!** I'll **try** it just this **once!**
spa
Oh, my God! It's a **hundred and sixty degrees** in this hot box! I'm **sweating** like a **pig!** If I was stranded in the **desert** in this heat, I would **expire!!** Le'me **out** of this crazy place!
WHEW! Does it **feel GOOD** to get out of that **OVEN!!**
SAUNA
SEE . . . ?!? I TOLD you it would make you **FEEL GOOD!**

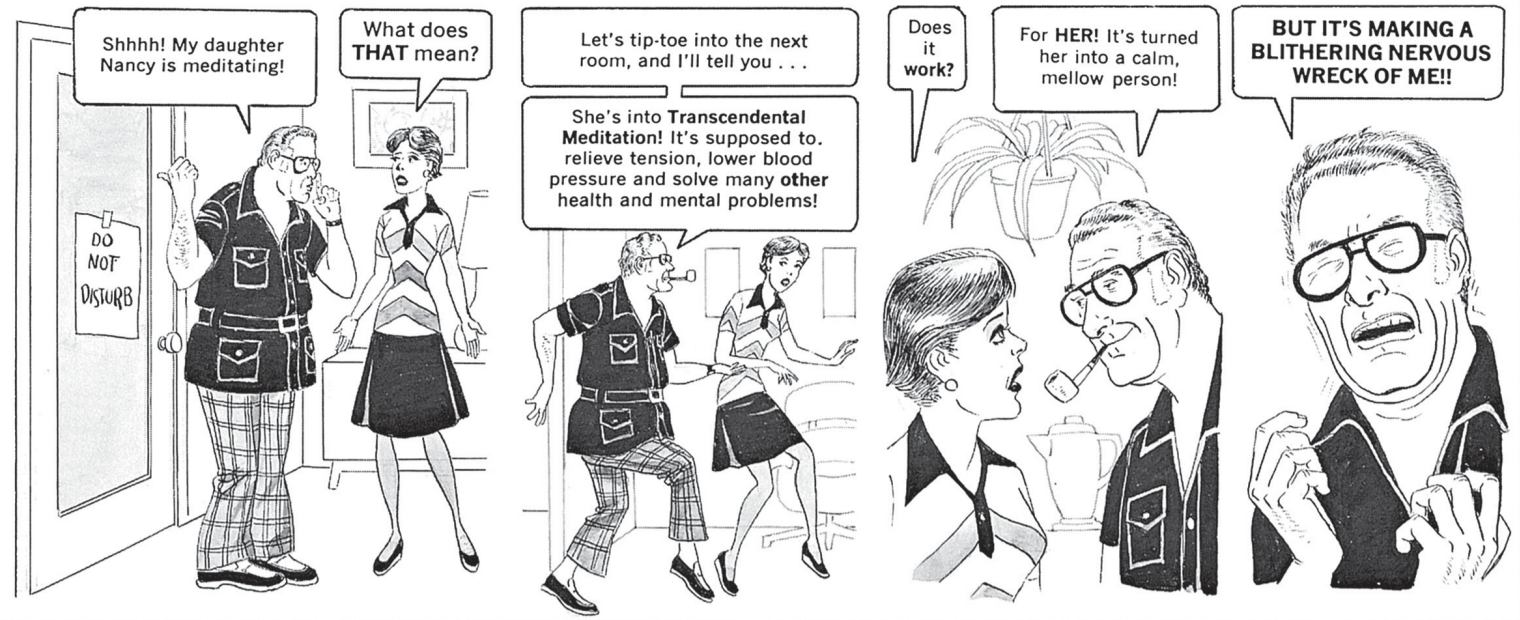

Don't poo-poo it! Take my **word** for it! If you want to be **healthy, eat Yogurt!**
In countries where Yogurt is eaten as a **steady diet,** the people live to **ripe old ages!**
Okay! **Okay!** I'll give it a try!
Mmmm! The taste isn't **too** bad!
What's it **made** with?
LIVE BACTERIA!
POO! POO!

Hey! Look who just joined our jogging group! Leon Lobel!
No kidding! Welcome to our club!
Hey, Leon, baby! You're jogging like an old pro!
YOGA
ME . . . a JOGGER?! You think I'm crazy?!? Like you nuts?! The Doctor told me I gotta slow down and take it easy!
So why are you running??
I'm LATE for my NAP!!
Well, Mr. Gleek, I've gone over all of your tests . . . and they show that you're terribly undernourished! Have you been on some sort of "fad diet" lately . . . ??
Yes, Doctor! I have!
Oh? Who's been advising you?
"Fatties Anonymous"!
Really?! And what OTHER kind of stupid advice have they been giving you?!?
They told me to come see YOU!
You're a very attractive woman . . . and I would love to kiss you! But kissing is extremely unsanitary!
Don't tell me you're one of those "GERM FREAKS"?!
The human mouth is a seething cauldron of disease-carrying bacteria! Much as I'd like to, it would be very unhealthy for me to try to kiss you!
It sure would!! But not for YOUR dumb reasons!
That's my HUSBAND standing behind you!


Oh, my **poor darling!** There's a **draft** in this room! I'd better **shut the window . . .**
After all . . . I wouldn't want anything to **happen** to you! You're so **sweet** . . . so **very dear** to me!
Gee, I sure appreciate your **concern!** You probably saved me from a **cold** . . . or a bout with the **flu!** Thank you!
Don't thank me! I was talking to the **PLANT!!**

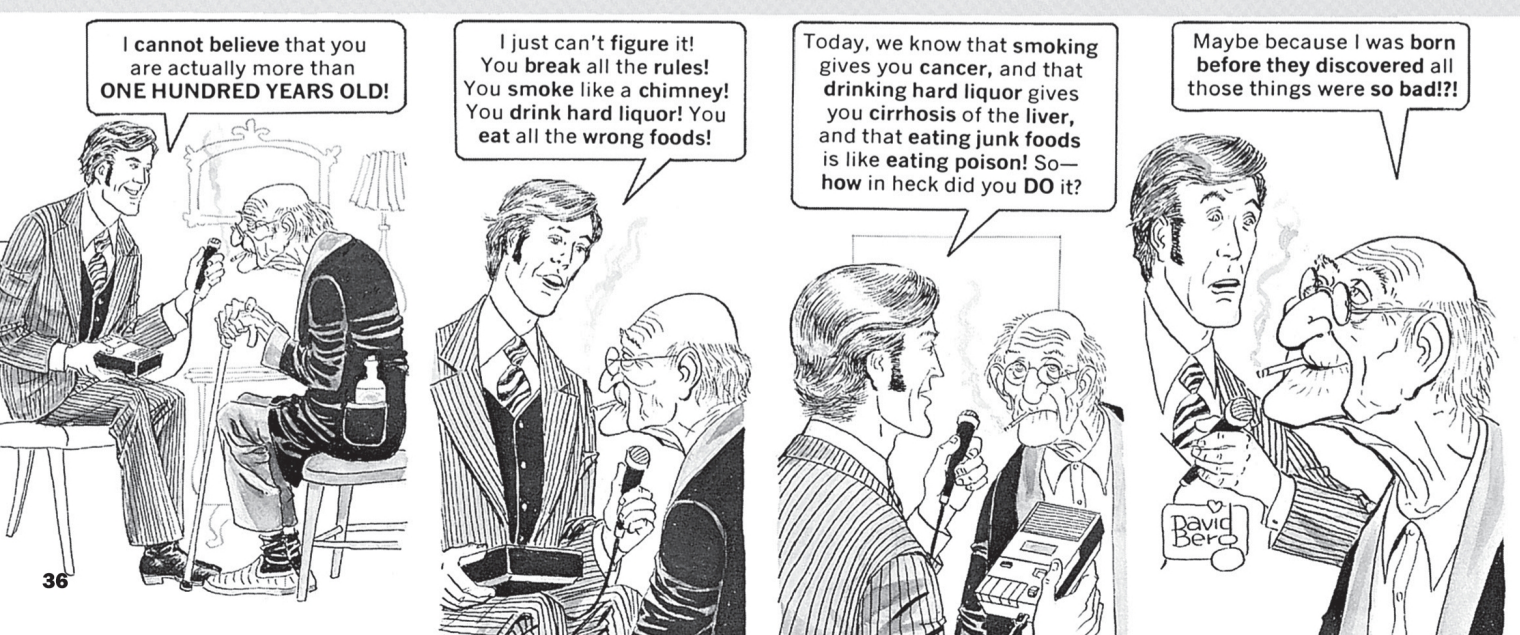

Man . . . there's **nothing** like **waking up early** and getting a **good morning workout!**
Twenty-five **deep-knee-bends** . . . twenty-five **push-ups . . .**
. . . twenty-five **chin-ups** . . . and I'm **all set . . .**
. . . to go back to bed!!
MEN WORKING


Come with me to the **Health Food Store!** I need **eggs, fruits** and **vegetables!**
The **Health Food Store?!?** That's **way across town!** What's wrong with the **Supermarket's** eggs, fruits and vegetables?!?
The **eggs** are **not fertile,** and the **fruits** and **vegetables** are **not grown organically!**
Boy, you really are **into** this "natural food" stuff!
You bet! Today's foods are **processed,** and **chemically treated** with **additives,** and **robbed** of their **nutrition!** Eating **natural foods** is the **only** way to **STAY HEALTHY!**
Yeah! **I see . . . !**
HEALTH FOOD
Vitamins
CAROB
GRITS
BULGAR
HERB TEA
SOY FLOUR
POLLEN NUGGETS
BROWN RICE
COLD PRESSED OILS
CLOSED DUE TO ILLNESS


Shhhh! My daughter Nancy is meditating!
What does **THAT** mean?
DO NOT DISTURB
Let's tip-toe into the next room, and I'll tell you . . .
She's into **Transcendental Meditation!** It's supposed to. relieve tension, lower blood pressure and solve many **other** health and mental problems!
Does it **work?**
For **HER!** It's turned her into a calm, mellow person!
BUT IT'S MAKING A BLITHERING NERVOUS WRECK OF ME!!

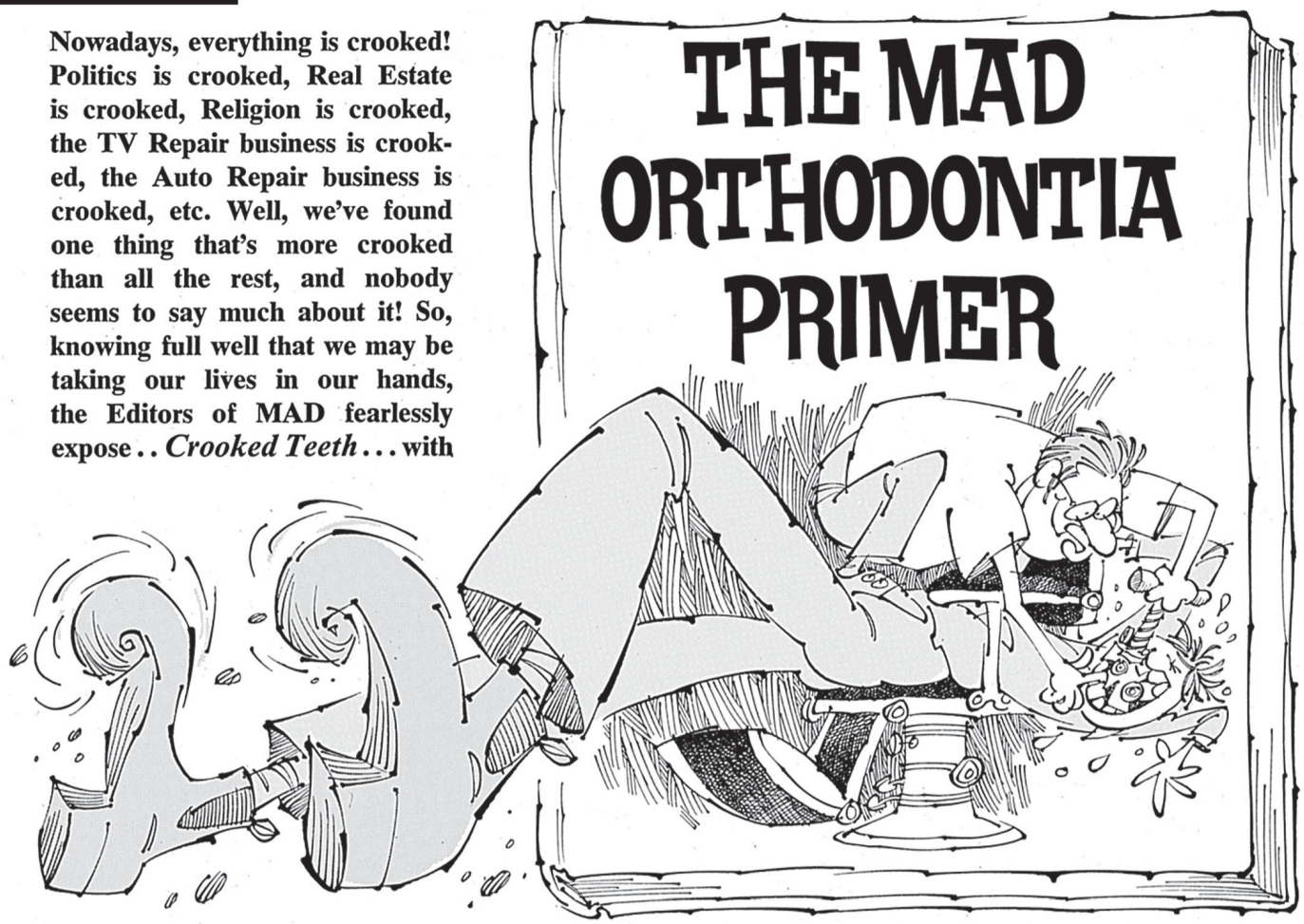
Finster Junior High School!
I'm calling in reference to one of your students, **Marcy Kaputnik!**
The **Doctor** has **recommended** that Marcy be **excused** from **Gym Class** because the **exertion** is **bad** for her **health!** And **besides,** the other kids **laugh** at her whenever she does anything **klutzy!**
I see! And may I ask to whom I am **speaking . . . ?**
This is **my Mother!**

ORIGINALLY PUBLISHED IN MAD #191, JUN 1977


I **cannot believe** that you are actually more than **ONE HUNDRED YEARS OLD!**
I just can't **figure** it! You **break** all the **rules!** You **smoke** like a **chimney!** You **drink hard liquor!** You **eat** all the **wrong foods!**
Today, we know that **smoking** gives you **cancer,** and that **drinking hard liquor** gives you **cirrhosis** of the **liver,** and that **eating junk foods** is like **eating poison!** So— **how** in heck did you **DO** it?
Maybe because I was **born before they discovered** all those things were **so bad!?!**
David Berg

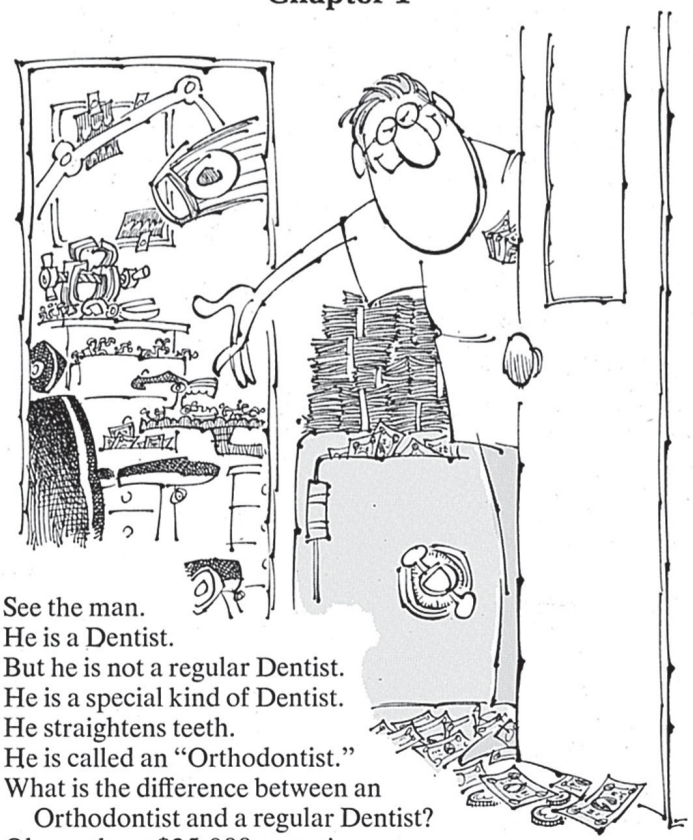
THE MAD ORTHODONTIA PRIMER

Nowadays, everything is crooked! Politics is crooked, Real Estate is crooked, Religion is crooked, the TV Repair business is crooked, the Auto Repair business is crooked, etc. Well, we've found one thing that's more crooked than all the rest, and nobody seems to say much about it! So, knowing full well that we may be taking our lives in our hands, the Editors of MAD fearlessly expose .. *Crooked Teeth* ... with



WRITER **LARRY SIEGEL** ARTIST **PAUL COKER JR.**

Chapter 1



See the man.
He is a Dentist.
But he is not a regular Dentist.
He is a special kind of Dentist.
He straightens teeth.
He is called an "Orthodontist."
What is the difference between an Orthodontist and a regular Dentist?
Oh . . . about $25,000 a year!

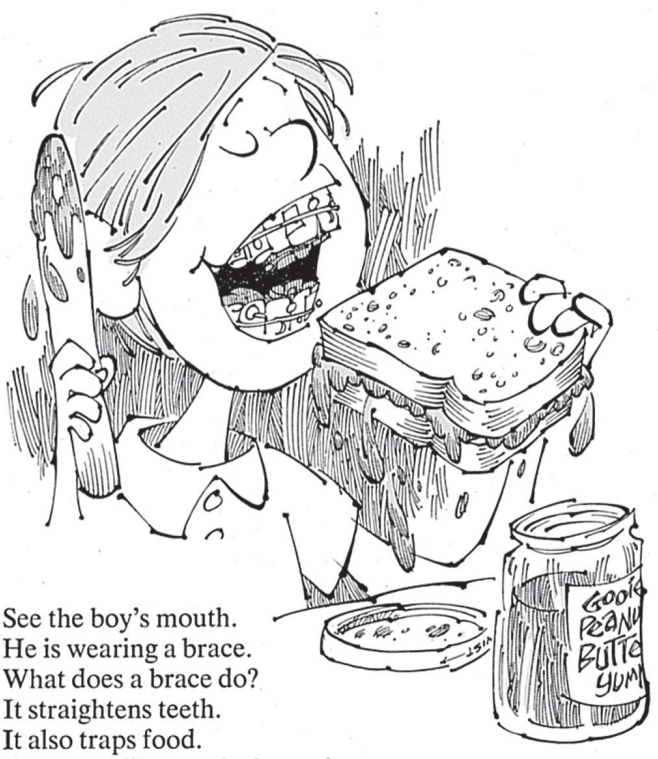
Chapter 2

See the boy.
See the funny way his teeth stick out of his mouth.
His parents have brought him to the Orthodontist
To see if anything can be done.
The Orthodontist has a name for this condition.
He tells the parents he has found a "malocclusion."
The Orthodontist has another name for this condition.
He tells himself he has found a "gold mine."

Chapter 3

See the parents.
They are very uncertain.
They do not know if they want to spend a fortune
to have the boy's teeth straightened.
But the Orthodontist is very helpful.
"Can you picture your son as a teenager?" he asks.
The parents picture their son as a teenager.
They see him in faded torn jeans and a dirty undershirt.
They see him with long, wild hair hanging over his face.
They see his face covered with pimples.
"Yes, we can picture our son as a teenager," they say.
"Now . . . why should we have his teeth straightened?"
"Because if you don't," says the Orthodontist,
"He will grow up to be ugly!"

Chapter 4



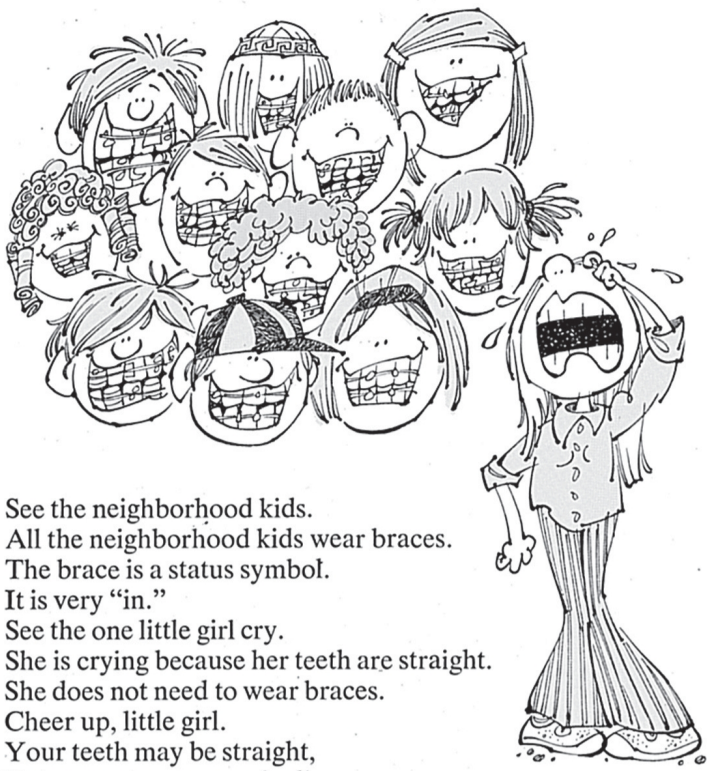
See the boy's mouth.
He is wearing a brace.
What does a brace do?
It straightens teeth.
It also traps food.
The boy will wear the brace for two years.
Tonight, he will eat a sandwich.
The boy will also wear peanut butter for two years.

Chapter 5

See the boy.
What is he wearing now?
It is called a "night brace."
It fits over two wire hooks
Over two wire coils
Over his regular wire brace.
The boy's parents are going out for the evening.
They are leaving him two emergency telephone numbers.
The family doctor . . .
And the family electrician.

ORIGINALLY PUBLISHED IN MAD #145, SEP 1971

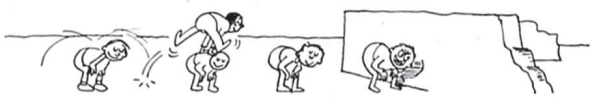
Chapter 6



See the neighborhood kids.
All the neighborhood kids wear braces.
The brace is a status symbol.
It is very "in."
See the one little girl cry.
She is crying because her teeth are straight.
She does not need to wear braces.
Cheer up, little girl.
Your teeth may be straight,
But your eyes are crooked!
Perhaps you will soon wear mod, wire-framed Granny glasses.
The Good Lord willing.

Chapter 7

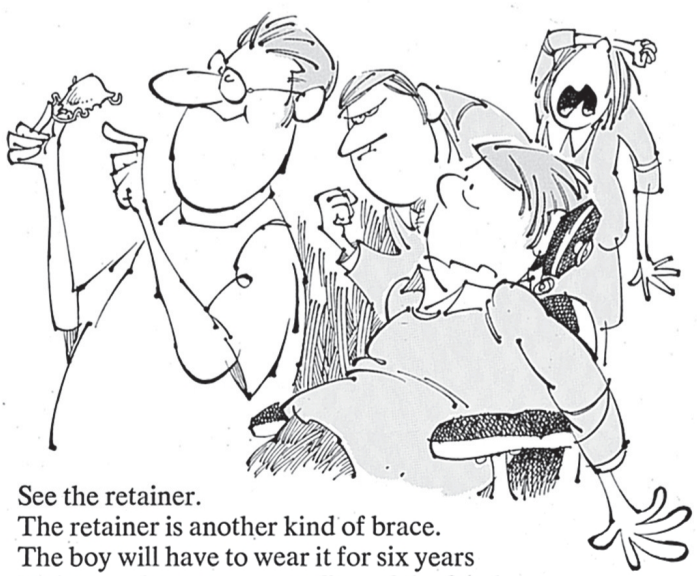
The two years are up.
See the boy's teeth now.
They are all straight.
See the boy and his family walking to the Orthodontist
For the last time.
The Orthodontist will take off the boy's brace.
Why is the family walking to the Orthodontist?
Why don't they ride in the father's nice Buick?
Because the father doesn't have his nice Buick anymore.
He had to sell it to pay for the boy's braces.



Chapter 8

See the Orthodontist.
He is removing the boy's brace.
The boy will never have to wear a brace again.
Ever.
The boy is happy.
The boy's family is happy.
Poor, but happy.
However . . .
To make sure his teeth remain straight,
The Orthodontist announces
That the boy will have to wear a retainer.

Chapter 9

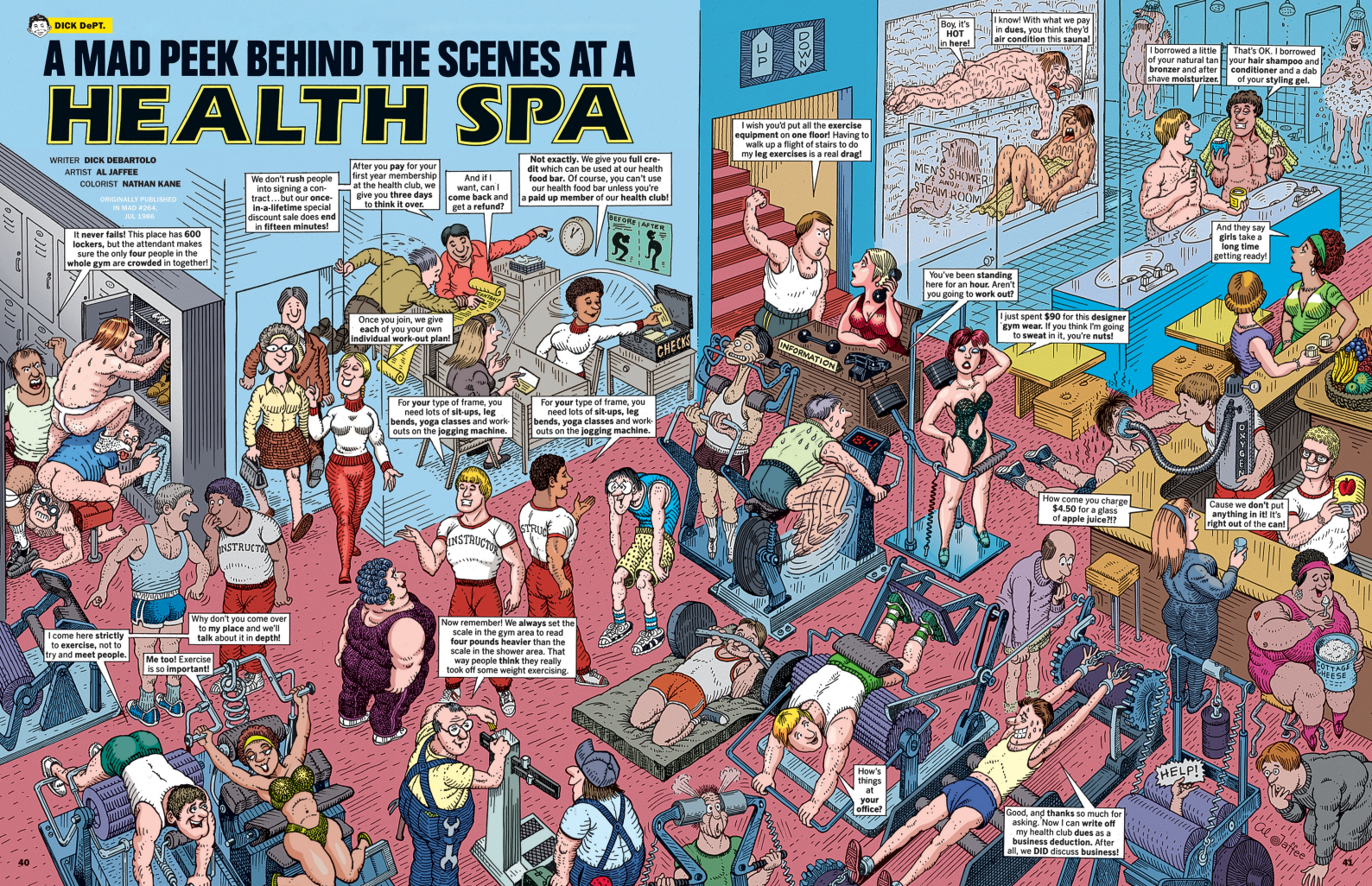


See the retainer.
The retainer is another kind of brace.
The boy will have to wear it for six years
To insure the permanent effect of the first brace.
Isn't that nice?
Of course, there will be a slight charge for the retainer . . .
Plus for each visit over the next six years.
Isn't *that* nice?
In one minute, the Orthodontist will have crooked teeth.
He will call it a "malocclusion."
The boy's father will call it "a punch in the mouth."

A MAD PEEK BEHIND THE SCENES AT A HEALTH SPA

WRITER **DICK DEBARTOLO**
ARTIST **AL JAFFEE**
COLORIST **NATHAN KANE**

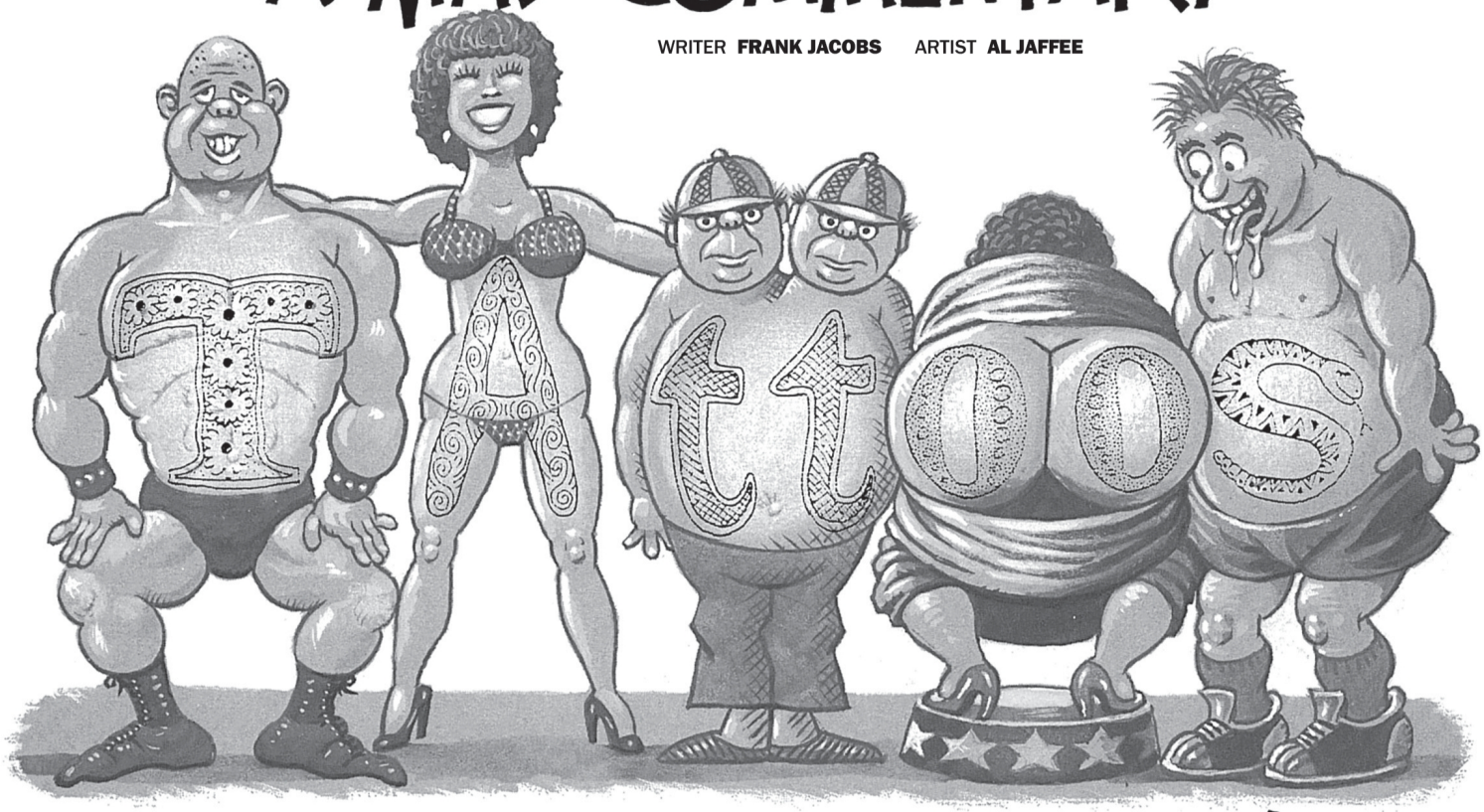
ORIGINALLY PUBLISHED IN MAD #264, JUL 1986


It **never fails!** This place has **600 lockers,** but the attendant makes sure the only **four** people in the **whole gym** are **crowded** in together!
We don't **rush** people into signing a contract... but our **once-in-a-lifetime** special discount sale does **end** in **fifteen minutes!**
After you **pay** for your first year membership at the health club, we give you **three days** to **think it over.**
And if I want, can I **come back** and get a **refund?**
Not exactly. We give you **full credit** which can be used at our health **food bar.** Of course, you can't use our health food bar unless you're a **paid up member** of our **health club!**
BEFORE AFTER
CHECKS
Once you join, we give **each** of you your own **individual work-out plan!**
For **your** type of frame, you need lots of **sit-ups, leg bends, yoga classes** and work-outs on the **jogging machine.**
For **your** type of frame, you need lots of **sit-ups, leg bends, yoga classes** and work-outs on the **jogging machine.**
INSTRUCTOR
I come here **strictly** to **exercise,** not to try and **meet people.**
Why don't you come over to **my place** and we'll **talk** about it in **depth!**
Me too! Exercise is so **important!**
Now remember! We **always** set the scale in the gym area to read **four pounds heavier** than the scale in the shower area. That way people **think** they really took off some weight exercising.
UP
DOWN
I wish you'd put all the **exercise equipment** on **one floor!** Having to walk up a flight of stairs to do my **leg exercises** is a real **drag!**
Boy, it's **HOT** in **here!**
I know! With what we pay in **dues,** you think they'd **air condition** this **sauna!**
MEN'S SHOWER AND STEAM ROOM
I borrowed a little of your natural tan **bronzer** and after shave **moisturizer.**
That's OK. I borrowed your **hair shampoo** and **conditioner** and a dab of your **styling gel.**
And they say **girls** take a **long time** getting ready!
You've been **standing** here for an **hour.** Aren't you going to **work out?**
I just spent **$90** for this **designer gym wear.** If you think I'm going to **sweat** in it, you're **nuts!**
INFORMATION
OXYGEN
How come you charge **$4.50** for a glass of **apple juice?!?**
Cause we **don't** put **anything in it!** It's **right out** of the **can!**
COTTAGE CHEESE
How's things at **your office?**
HELP!
Good, and **thanks** so much for asking. Now I can **write off** my health club **dues** as a **business deduction.** After all, we **DID** discuss **business!**
Coffee

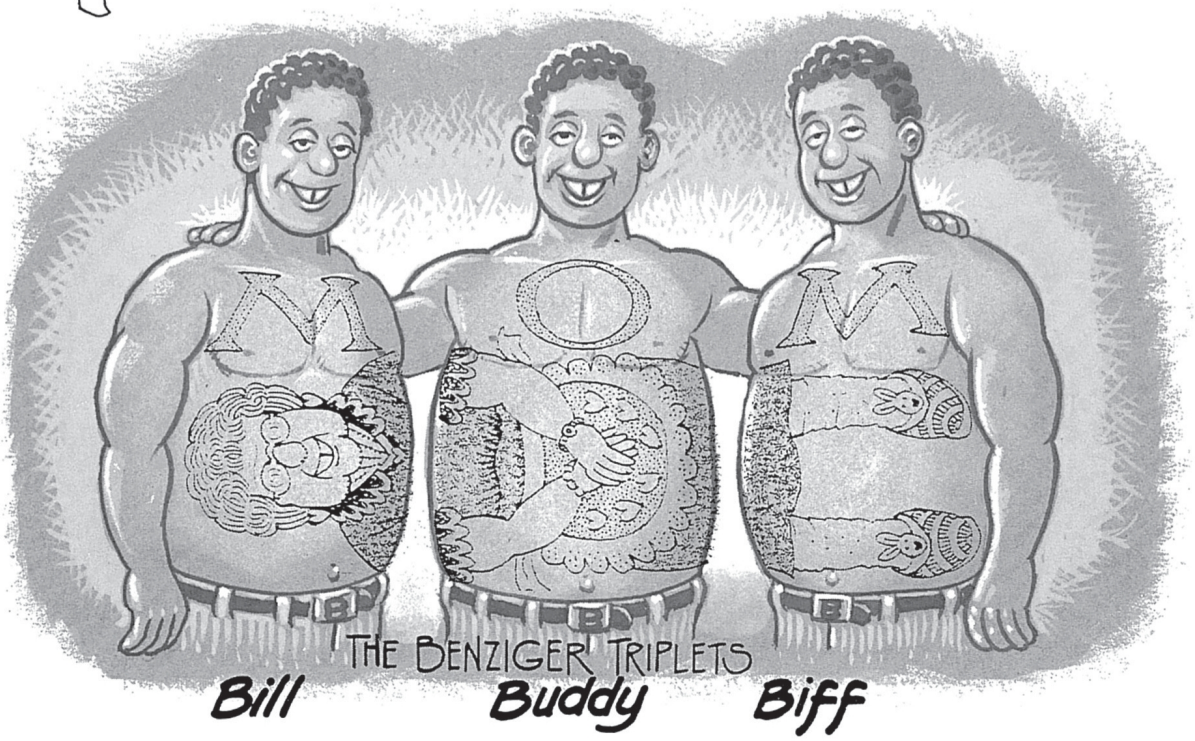
LEGEND HAS IT THAT THE FIRST TATTOO, THAT OF A WINGED CAMEL ON THE BUTTOCK OF A PARAGUAYAN WITCH DOCTOR, WAS DESIGNED TO KEEP EVIL MONGEESE AT BAY. WHILE THE SOCIAL EVOLUTION OF THE TATTOO REMAINS UNCLEAR, MOST HISTORIANS ARE IN AGREEMENT THAT NO ONE CARES ABOUT IT ANYWAY! STILL, THE FACT IS THERE'S A FAT GUY NAMED HECKY IN DAYTONA BEACH WHO MAKES A PRETTY GOOD LIVING ENGRAVING MERMAIDS AND DEVILS ON THE BELLIES OF OVERWEIGHT BIKERS! BUT FOR A REALLY IDIOTIC OVERVIEW OF THESE SKIN DECORATIONS, YOU'RE GOING TO HAVE TO PERUSE THE FOLLOWING:

A MAD COMMENTARY:

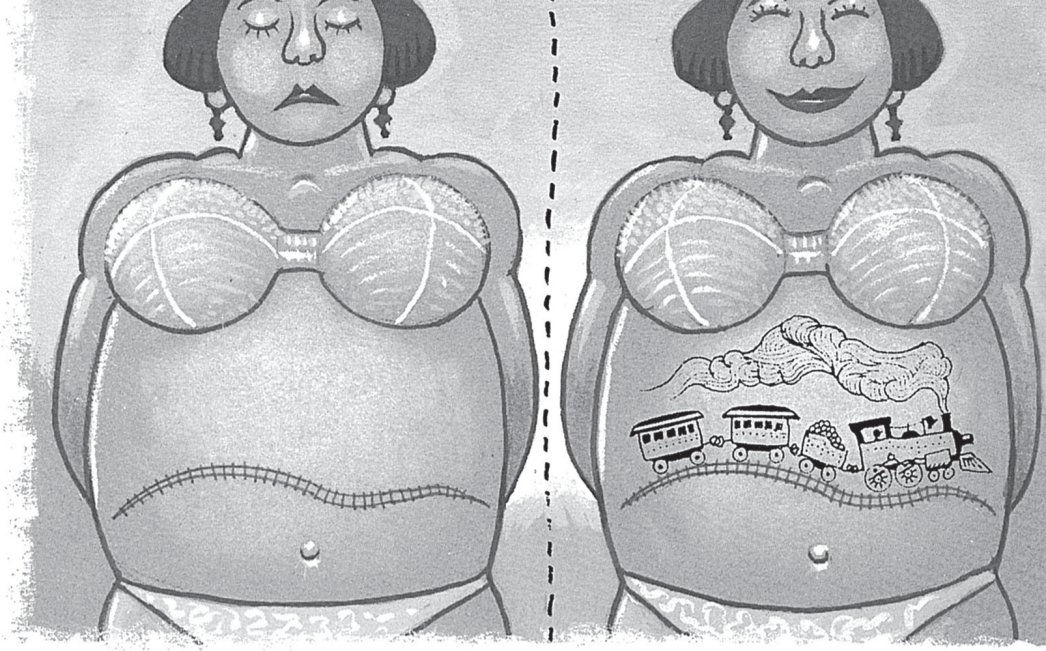
WRITER **FRANK JACOBS** ARTIST **AL JAFFEE**



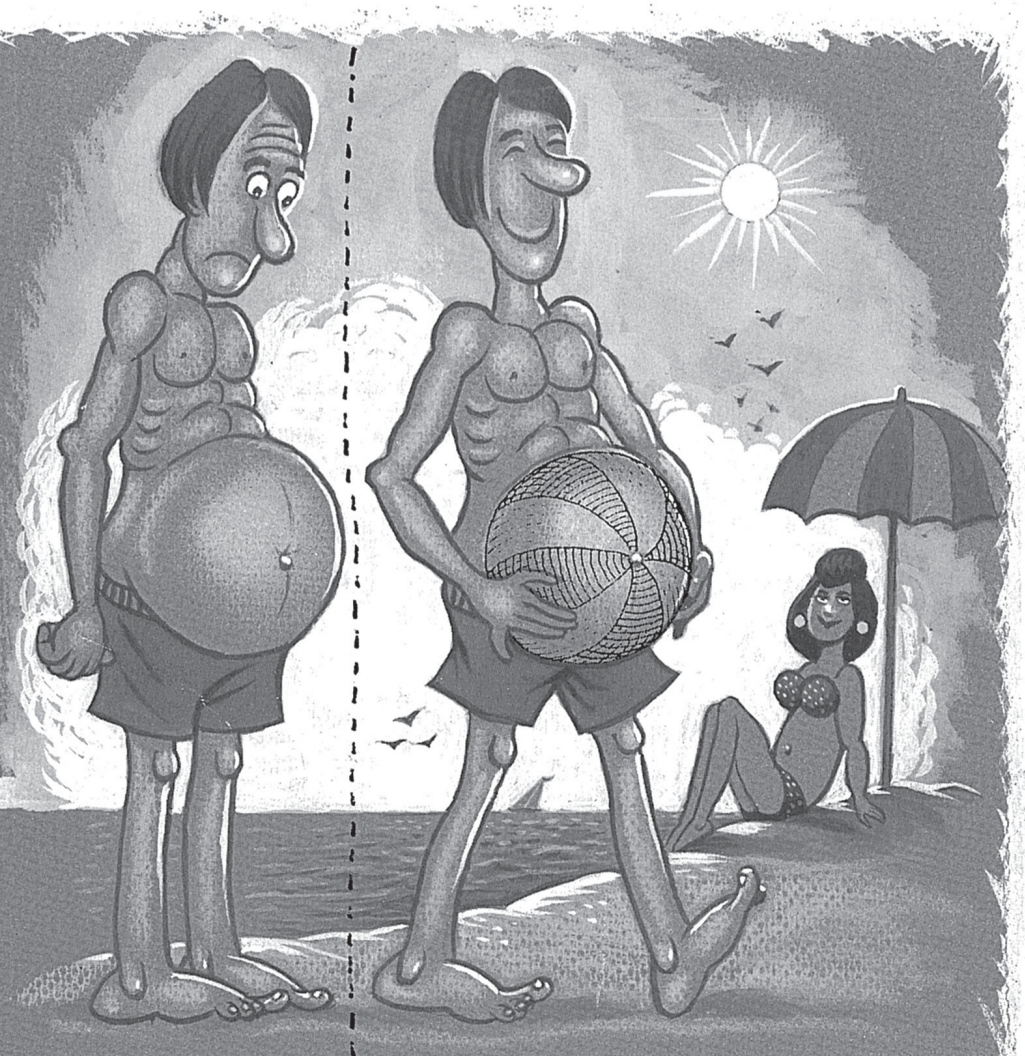
IN THE BEGINNING, TATTOOS WERE PRIMARILY USED AS A WAY OF SHOWING CAMARADERIE OR AFFECTION.



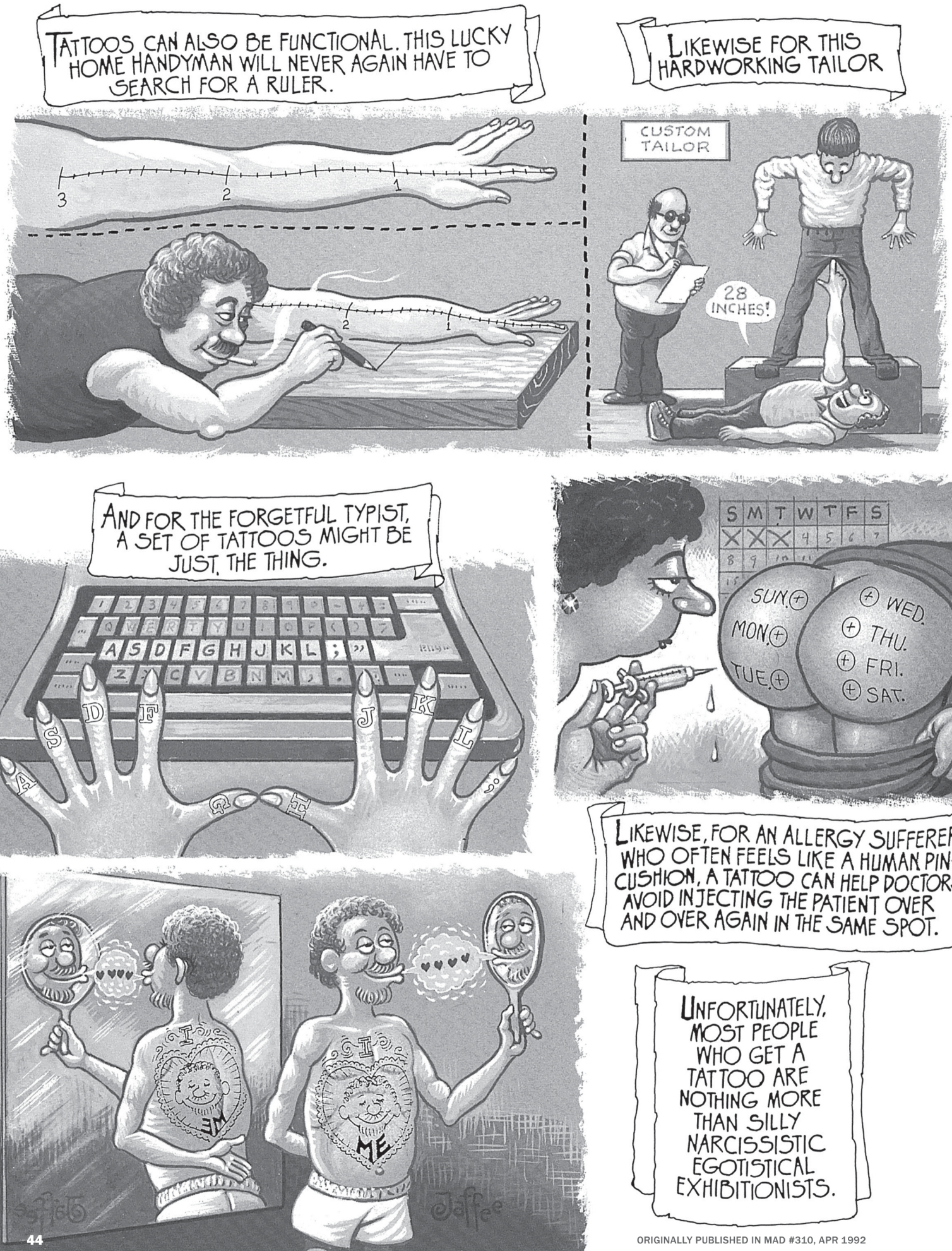
BUT THESE DAYS, TATTOOS ALSO SERVE MANY OTHER PURPOSES. FOR EXAMPLE, A TATTOO CAN BE USED TO CAMOUFLAGE AN UNSIGHTLY SURGICAL SCAR.



A TATTOO CAN ALSO BE A NIFTY WAY TO HIDE A POT BELLY ON THE BEACH.



SOMETIMES IT'S NECESSARY TO ALTER A TATTOO. FOR EXAMPLE TAKE THIS EX-NAZI WHO'S TRYING TO COVER UP HIS ODIOUS PAST.


TATTOOS CAN ALSO BE FUNCTIONAL. THIS LUCKY HOME HANDYMAN WILL NEVER AGAIN HAVE TO SEARCH FOR A RULER.
LIKEWISE FOR THIS HARDWORKING TAILOR
CUSTOM TAILOR
28 INCHES!
AND FOR THE FORGETFUL TYPIST, A SET OF TATTOOS MIGHT BE JUST THE THING.
S M T W T F S
SUN.
MON.
TUE.
WED.
THU.
FRI.
SAT.
LIKEWISE, FOR AN ALLERGY SUFFERER WHO OFTEN FEELS LIKE A HUMAN PIN-CUSHION, A TATTOO CAN HELP DOCTORS AVOID INJECTING THE PATIENT OVER AND OVER AGAIN IN THE SAME SPOT.
ME
ME
UNFORTUNATELY, MOST PEOPLE WHO GET A TATTOO ARE NOTHING MORE THAN SILLY NARCISSISTIC EGOTISTICAL EXHIBITIONISTS.
Jaffee

ORIGINALLY PUBLISHED IN MAD #310, APR 1992

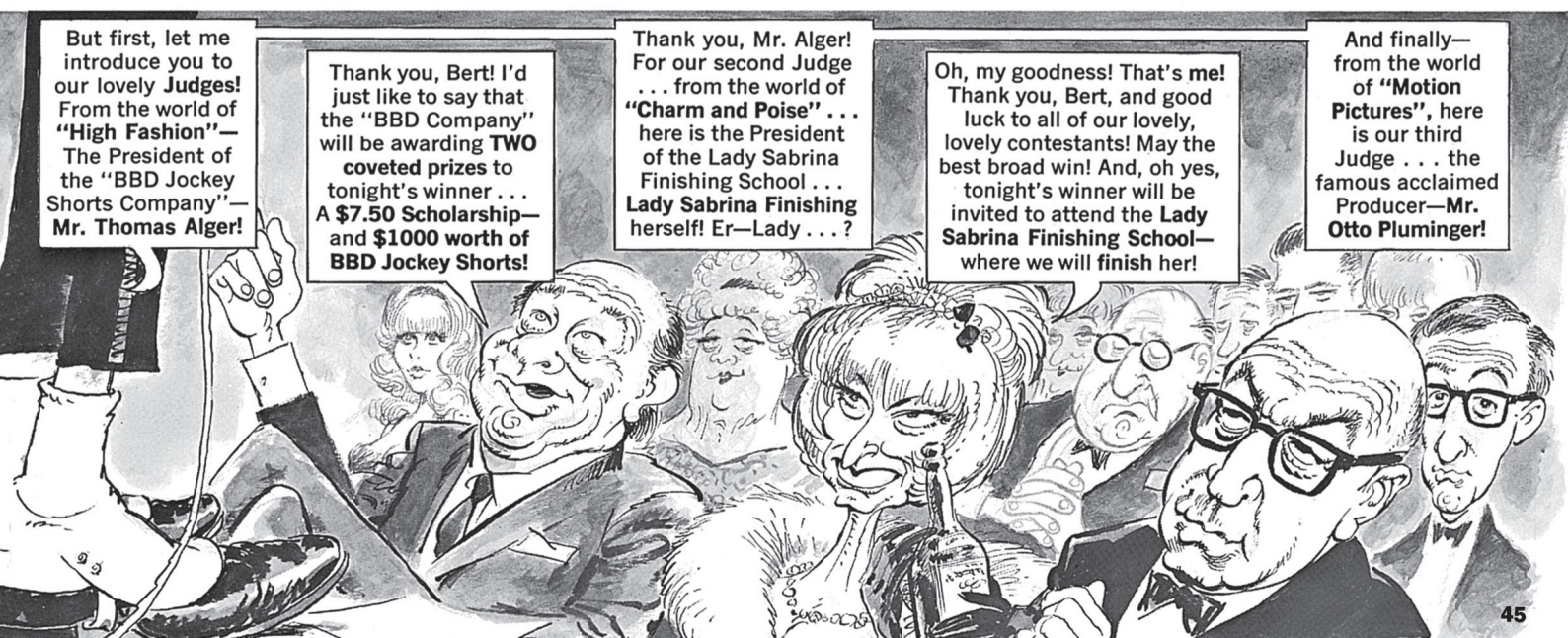
The article originally scheduled for this spot will not be seen in order that we may bring you the following "TV SPECIAL" satire article—mainly, MAD's version of...

THE MISS AMERICAN BEAUTY PAGEANT

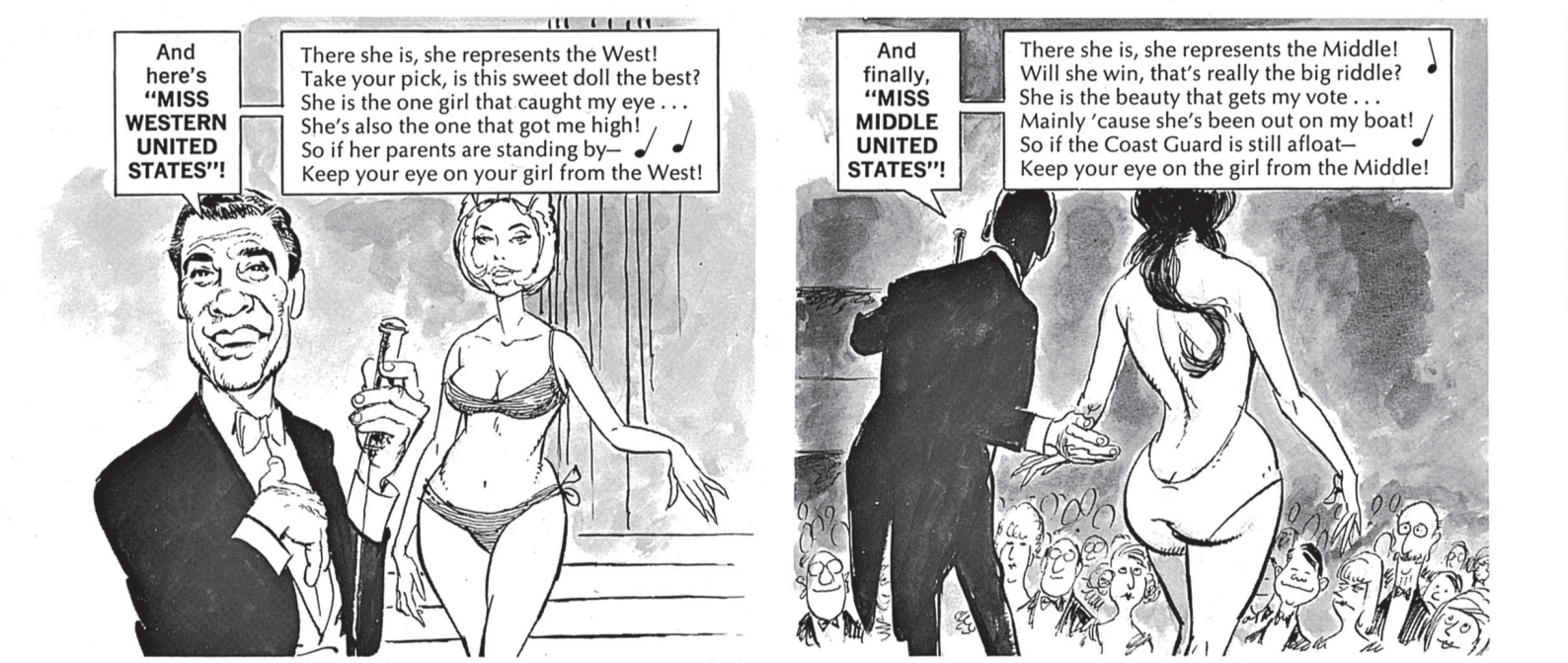
And here is your host for the "Miss American Pageant"... lovely Bert Teeth...

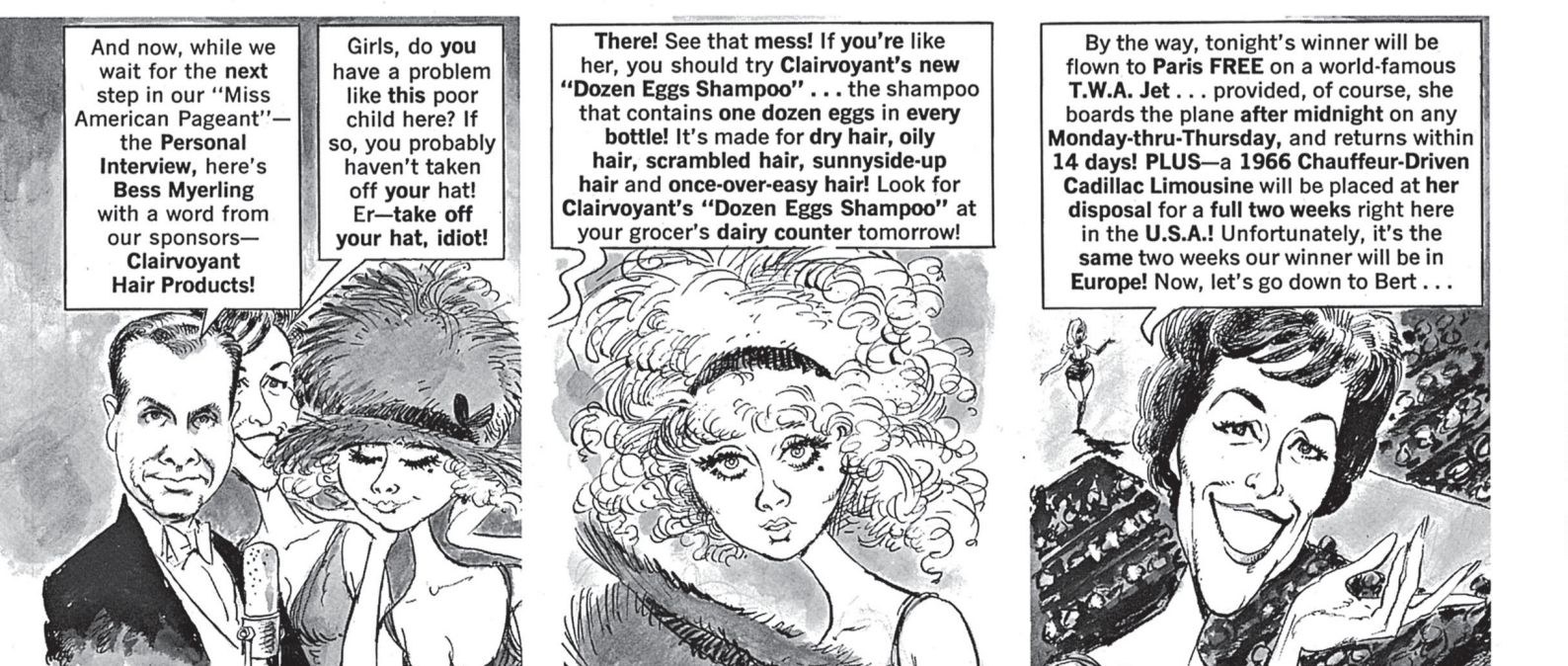
Thank you, Ladies and Gentlemen! Yes—tonight is the night... the culmination of weeks and months of frantic searching and auditioning and eliminating... to find "Miss American of 1966"! Ah—there's something stirring in the air tonight! But, then, there always is when you have an auditorium full of nervous people!
I'm Bert Teeth, your "Miss American Pageant-Master"! It will be my job to introduce you to your Network Hostess for this evening, lovely ex-"Miss American," Bess Myerling—who will introduce you to your Announcer, lovely Cameron Sneezy—who will introduce you to our sponsor, lovely "Clairvoyant Products"—then turn you back to lovely me!
And then, I'll introduce you to the lovely "Award Handlers" and the lovely "Award Moderators" and the lovely "Award Presenters" and the lovely "Members Of The Orchestra" and the lovely "Stage Hands" and the lovely "Cleaning Ladies" and... let's see... Is that everyone? I forgot WHO??
Oh, yes! The lovely Girls who will be competing for "Miss American"! You'll also meet them!
MISS CALIFORNIA
MISS UTAH
MORT DRUCKER

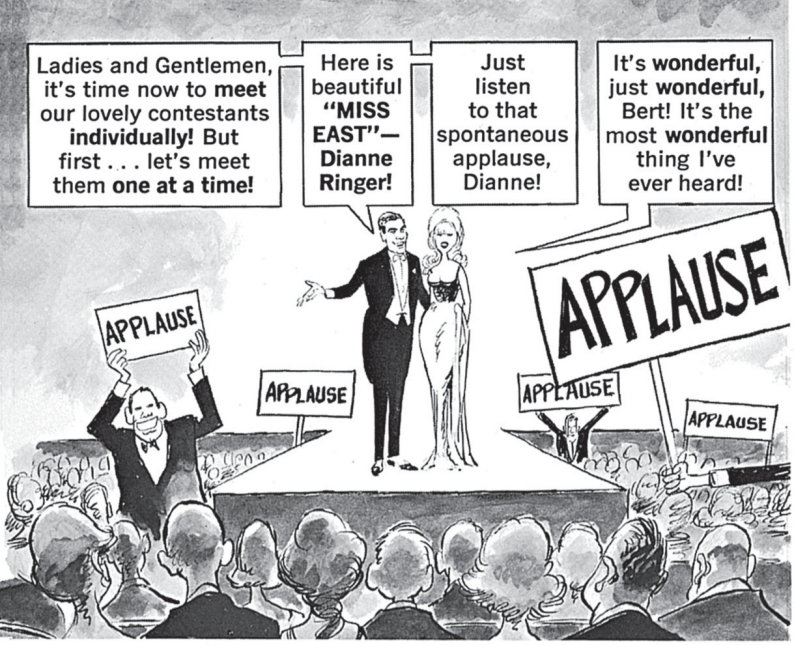
WRITER **DICK DEBARTOLO** ARTIST **MORT DRUCKER**

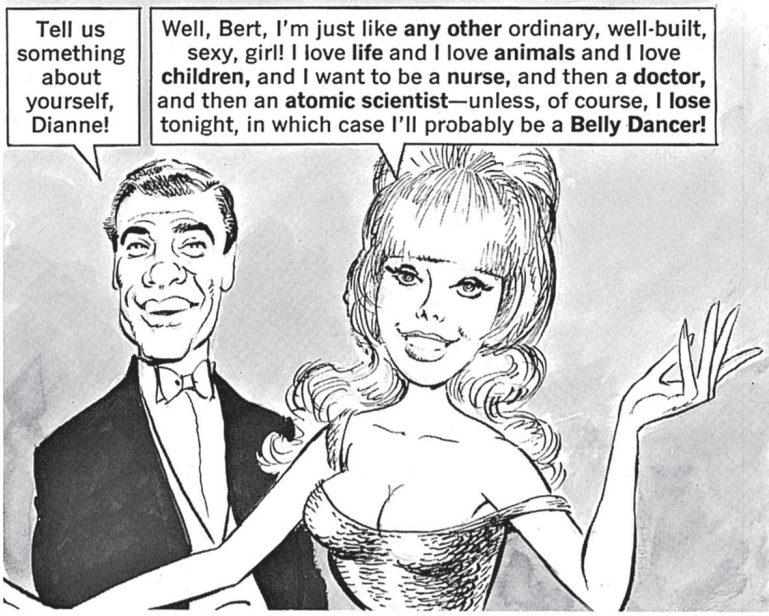

But first, let me introduce you to our lovely Judges! From the world of "High Fashion"—The President of the "BBD Jockey Shorts Company"—Mr. Thomas Alger!
Thank you, Bert! I'd just like to say that the "BBD Company" will be awarding TWO coveted prizes to tonight's winner... A $7.50 Scholarship—and $1000 worth of BBD Jockey Shorts!
Thank you, Mr. Alger! For our second Judge... from the world of "Charm and Poise"... here is the President of the Lady Sabrina Finishing School... Lady Sabrina Finishing herself! Er—Lady...?
Oh, my goodness! That's me! Thank you, Bert, and good luck to all of our lovely, lovely contestants! May the best broad win! And, oh yes, tonight's winner will be invited to attend the Lady Sabrina Finishing School—where we will finish her!
And finally—from the world of "Motion Pictures", here is our third Judge... the famous acclaimed Producer—Mr. Otto Pluminger!

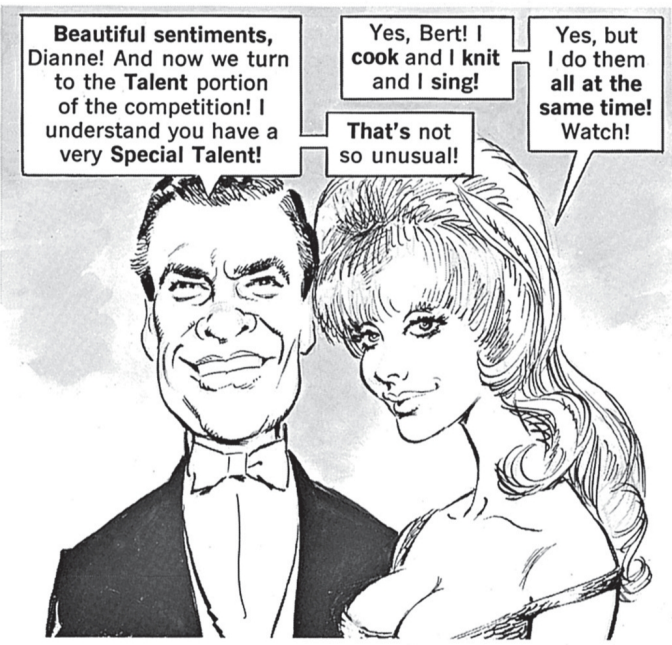
Tenk you! I vant to say dot I vill **personally audition** tonight's vinner for a possible part in my **next** possible **picture**—a sequel to my last two big hits . . . **"UNTAMED FLESH"** . . . und **"SON OF UNTAMED FLESH"!**
Thank you, Otto, and congratulations for winning **TWO Academy Awards** for **"Filth"**—one for **color,** and one for **black & white!**
And now, Ladies and Gentlemen . . . the moment you've been **waiting** for! It's time to bring on the broa—**GIRLS!**
First—here is **"MISS EASTERN UNITED STATES"!**
There she is, she represents the East!
Just a glance tells you she's no beast!
She stole my heart with all her kissing,
But my wrist watch is also missing!
So if any cops out there are listening—
Keep your eye on the girl from the East!

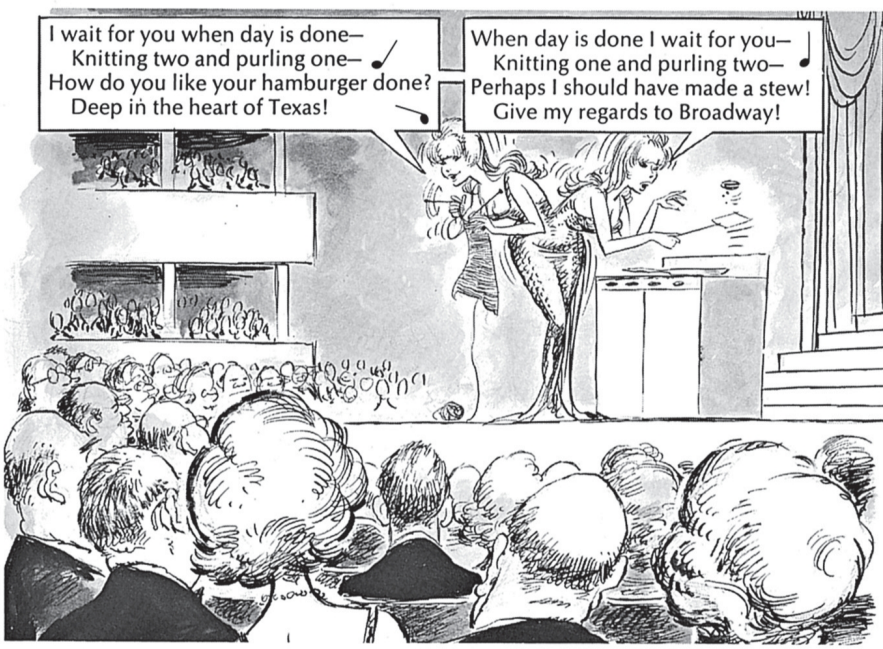

And here's **"MISS WESTERN UNITED STATES"!**
There she is, she represents the West!
Take your pick, is this sweet doll the best?
She is the one girl that caught my eye . . .
She's also the one that got me high!
So if her parents are standing by—
Keep your eye on your girl from the West!
And finally, **"MISS MIDDLE UNITED STATES"!**
There she is, she represents the Middle!
Will she win, that's really the big riddle?
She is the beauty that gets my vote . . .
Mainly 'cause she's been out on my boat!
So if the Coast Guard is still afloat—
Keep your eye on the girl from the Middle!


And now, while we wait for the **next** step in our "Miss American Pageant"—the **Personal Interview,** here's **Bess Myerling** with a word from our sponsors—**Clairvoyant Hair Products!**
Girls, do **you** have a problem like **this** poor child here? If so, you probably haven't taken off **your** hat! Er—**take off your hat, idiot!**
There! See that **mess!** If **you're** like her, you should try **Clairvoyant's new "Dozen Eggs Shampoo" . . .** the shampoo that contains **one dozen eggs** in **every bottle!** It's made for **dry hair, oily hair, scrambled hair, sunnyside-up hair** and **once-over-easy hair!** Look for **Clairvoyant's "Dozen Eggs Shampoo"** at your grocer's **dairy counter** tomorrow!
By the way, tonight's winner will be flown to **Paris FREE** on a world-famous **T.W.A. Jet . . .** provided, of course, she boards the plane **after midnight** on any **Monday-thru-Thursday,** and returns within **14 days! PLUS**—a **1966 Chauffeur-Driven Cadillac Limousine** will be placed at **her disposal** for a **full two weeks** right here in the **U.S.A.!** Unfortunately, it's the **same** two weeks our winner will be in **Europe!** Now, let's go down to Bert . . .


Ladies and Gentlemen, it's time now to **meet** our lovely contestants **individually!** But first . . . let's meet them **one at a time!**
Here is beautiful **"MISS EAST"— Dianne Ringer!**
Just listen to that spontaneous applause, Dianne!
It's **wonderful,** just **wonderful,** Bert! It's the most **wonderful** thing I've ever heard!
APPLAUSE
APPLAUSE
APPLAUSE
APPLAUSE
APPLAUSE


Tell us something about yourself, Dianne!
Well, Bert, I'm just like **any other** ordinary, well-built, sexy, girl! I love **life** and I love **animals** and I love **children,** and I want to be a **nurse,** and then a **doctor,** and then an **atomic scientist**—unless, of course, I **lose** tonight, in which case I'll probably be a **Belly Dancer!**

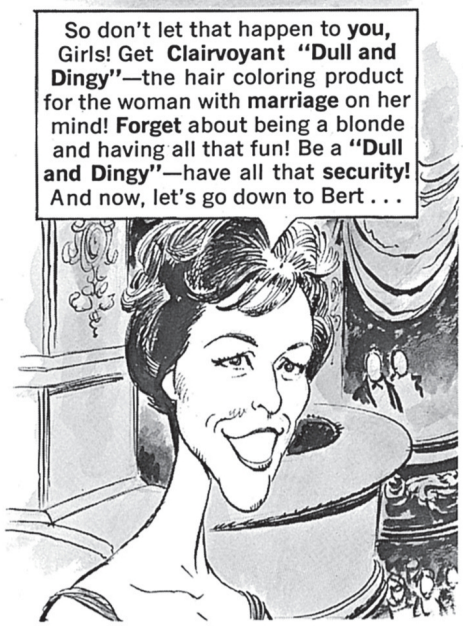

Beautiful sentiments, Dianne! And now we turn to the **Talent** portion of the competition! I understand you have a very **Special Talent!**
Yes, Bert! I **cook** and I **knit** and I **sing!**
That's not so unusual!
Yes, but I do them **all at the same time!** Watch!

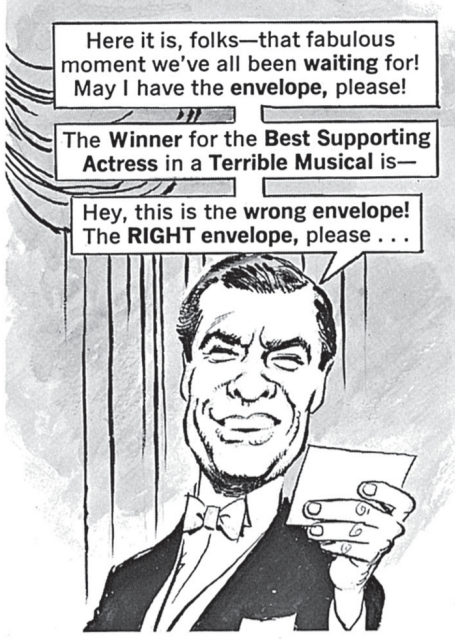

I wait for you when day is done— Knitting two and purling one— How do you like your hamburger done? Deep in the heart of Texas!
When day is done I wait for you— Knitting one and purling two— Perhaps I should have made a stew! Give my regards to Broadway!

Gee . . . that certainly was **wonderful,** Dianne!
Yes, but you'll have to forgive me for being so **nervous!** I just **knitted** you a **hamburger!**
Well, **that's** nothing to be embarrassed about!
How do you like your **sweater**— Well-done, Medium, or Rare?

Hey . . . what about **me?** Am I supposed to **rot** back here?
The golden voice of **impetuous youth,** folks! Now, it's time to say **"Good-bye"** to Miss East—
. . . and **good riddance, too!**
. . . and **"Hello"** to **"MISS WEST"!**
Are **you** calling li'l ol' **ME??**

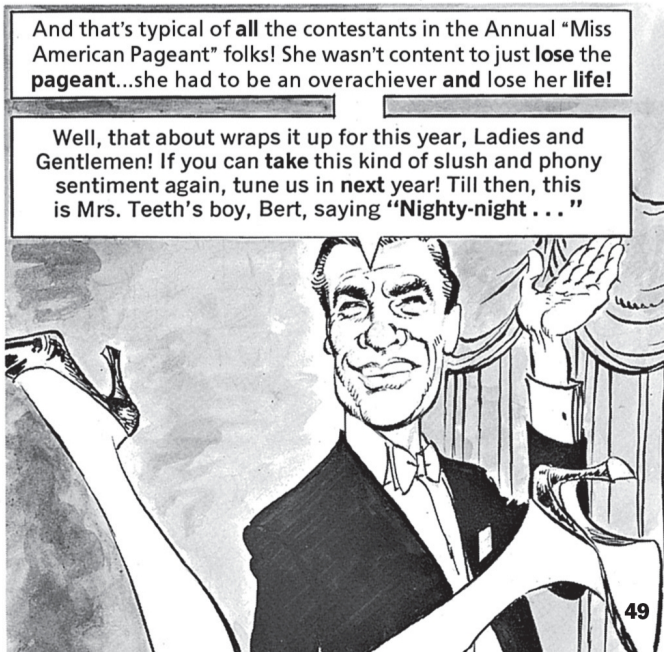
Ladies and Gentlemen, let's meet "Miss West" —lovely **Betty Booze!** Tell us something about yourself, Betty!
Well, I'd just like to say that **I** love life and **I** love animals and **I** love children! But **I REALLY love them!** Not that **cheap** kind of love like the dizzy broad who went **before** me has for them!
I mean, I love **Humanity!** And if **I win** tonight, I'm going to take the **prize money** and **buy** all the Humanity I can lay my **hands on!** That's how much **I** love Humanity! *Sob . . .* I only wish . . . *sob-sob–*
There, there! Here's my hanky! Now, what about your **Special Talent,** Betty?
This—*sob-sob–* **is it! I CRY!** I—*sob*—can cry at a **moment's notice!** *Sob-sob! Boo-hoo-hoo . . .*
Well . . . if you'll cry **off-stage,** we can meet our final contestant—
Here she is— **"MISS MIDDLE"** —lovely **Lydia Lush!** Lydia tell us about yourself . . .
Well, I love all the **poor** people, and I love all the **sick** people . . . and nothing makes me happier than seeing a **whole bunch of poor, sick people!** I mean, I feel so—so **above** them! And I also love **sports—all sports**—even the sports who **aren't exactly millionaires!**
And how about your **Special Talent,** Lydia?
My Special Talent is hard to demonstrate on this stage, Bert...because it's **base jumping! Nothing** else gives me as **big** of a thrill as the chill of air blowing against my **lady bits!** But this is a big theater...perhaps I can figure out a way to jump for **you!**
And I guess all I have to do is say how **high!** Right, honey?
Well, folks, it's **Judging Time!** While the Judges are making up their minds **which** lucky girl will be asked to come up with a **small deposit** in order to **wear** the diamond "Miss American" crown, here is **Bess Myerling**— with a word from **Clairvoyant!**
FREE LANCE TIMEX SPOT
Is it true blondes have more fun? Listen to Mrs. Selma Howzfrow—
Last month, I had dull, dingy, grey hair! Then one night, my husband came home and was **he** surprised! I mean, he was **really shocked!**
Since then, he's taken me **dining** and **dancing** almost **every night!** And he's given me **jewelry** and a **fur coat** and a **new car!** And it's all because I **found out** about that fabulous **blonde** he was seeing on the side! Yep, it's **true** blondes have more fun! But **we girls** with dull, dingy grey hair **still** manage to end up with the **husbands!**


So don't let that happen to **you,** Girls! Get **Clairvoyant "Dull and Dingy"**—the hair coloring product for the woman with **marriage** on her mind! **Forget** about being a blonde and having all that fun! Be a **"Dull and Dingy"**—have all that **security!** And now, let's go down to Bert . . .


Here it is, folks—that fabulous moment we've all been **waiting** for! May I have the **envelope,** please!
The **Winner** for the **Best Supporting Actress** in a **Terrible Musical** is—
Hey, this is the **wrong envelope!** The **RIGHT envelope,** please . . .

This is a wonderful moment for you, Betty! Do you—er—have the **small deposit** with you?
Yes, I do, Bert! Here it is . . . $10,000.00!
Then I officially crown you **"Miss American" . . .**
Golly, gee, this is such an **honor!** I can hardly **believe** it! And I can hardly wait to see all my **old friends,** so I can **lord it over them!**
APPLAUSE

The **Runner-Up,** by the way, is **"Miss East"**—lovely **Dianne Ringer . . .**
Thank you, Bert! I just want to say, from the bottom of my heart, it's **better** than **nothing!!**
And now, just to wrap things up, let's bring on the **Loser,** Lydia Lush, "Miss Middle" . . .


And that's typical of **all** the contestants in the Annual "Miss American Pageant" folks! She wasn't content to just **lose** the **pageant**...she had to be an overachiever **and** lose her **life!**
Well, that about wraps it up for this year, Ladies and Gentlemen! If you can **take** this kind of slush and phony sentiment again, tune us in **next** year! Till then, this is Mrs. Teeth's boy, Bert, saying **"Nighty-night . . ."**

ORIGINALLY PUBLISHED, MAD #107, DEC 1966

DISSIN' MAKEUP DEPT.

Once upon a time, eyebrow maintenance wasn't a monthly expense, and gym-size beauty warehouses didn't exist. Now there's a plethora of products to enhance appearance, and some vain people are obsessed. To find out if you are one of them, check out these...

Signs You're Fixated on Flawlessness

WRITER & ARTIST **TERESA BURNS PARKHURST**

You've sought emergency treatment for a visible pore

The kids dread "Mommy's hair time"

When traveling, you need a trailer for all your supplies

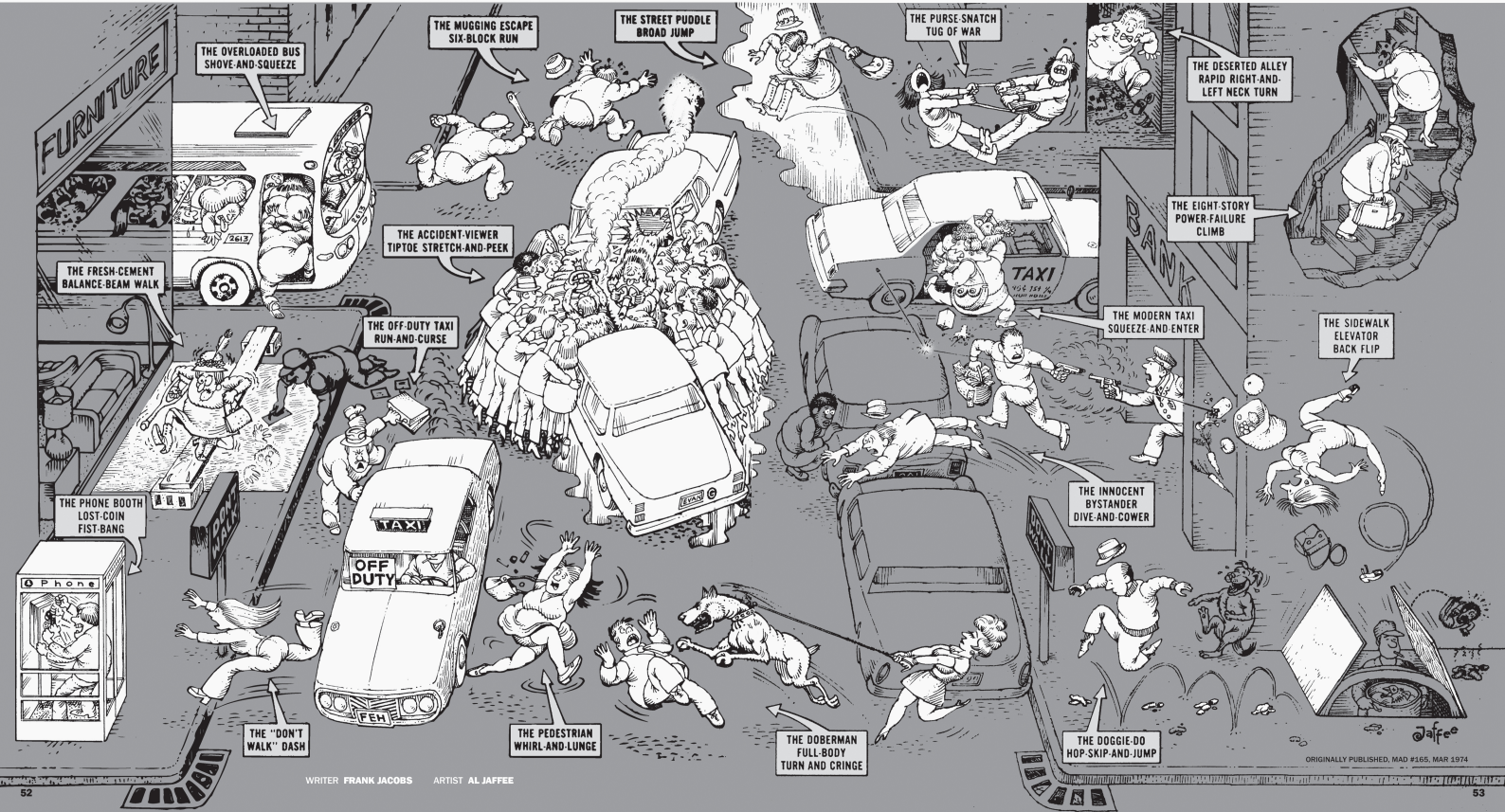
Rent money was spent on grooming equipment

Injuries have been sustained from product avalanches

Making plans is complicated

We've read that people who live in big cities are becoming soft and flabby because of limited opportunities for sports and exercise. Well, we at MAD say that's ridiculous. People who live in cities get all sorts of exercise without even realizing it. As a matter of fact, they can't avoid getting exercise, as you'll see in this panorama, depicting many and varied...

UNAVOIDABLE EXERCISES FOR THE URBAN DWELLER



WRITER FRANK JACOBS ARTIST AL JAFFEE

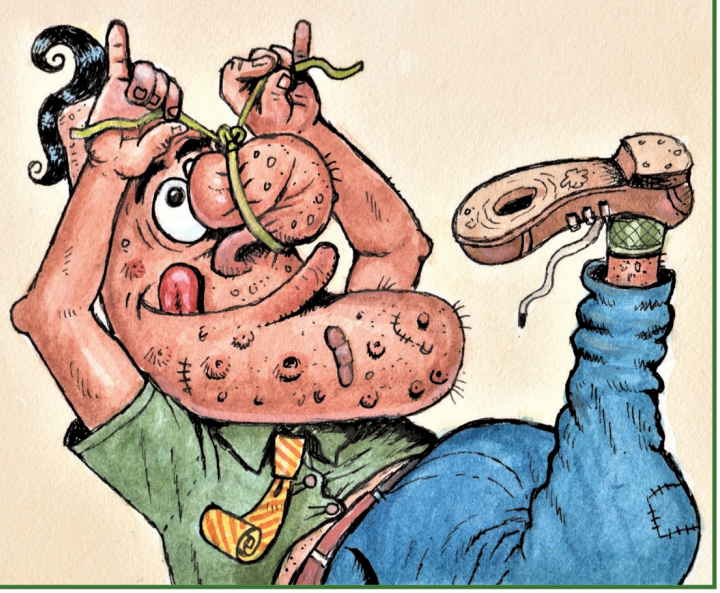
ORIGINALLY PUBLISHED, MAD #165, MAR 1974

A MAD GUIDE TO RADICAL SELF-IMPROVEMENT

In this modern age, no one needs to be deemed a loser or an unsightly nuisance. After years of tireless (yawn) investigation, our research team at MAD has developed an easy five-step formula to radically improve your appearance. By using our highly scientific strategy, you'll not only become attractive, you'll also be extremely popular. Simply follow the instructions below. Remember, you have nothing to lose!

WRITER & ARTIST **TOM BUNK**

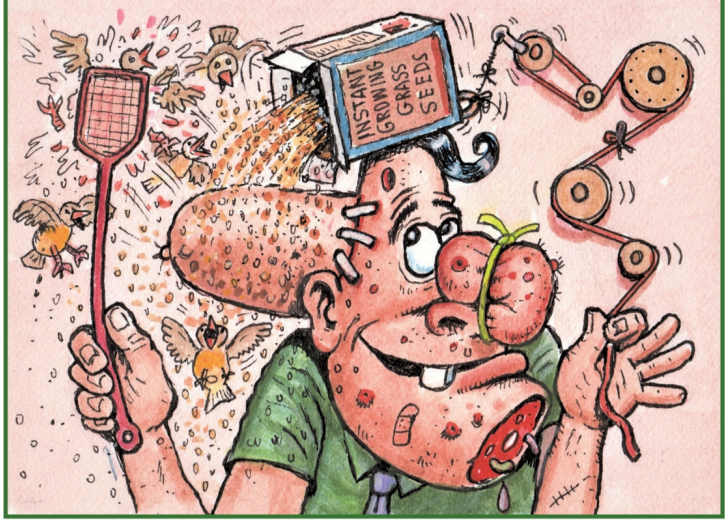
STEP ONE: To reduce your jumbo-size schnoz by 50 percent, fold it in the middle and fasten it permanently with a triple knot.



STEP TWO: Correct the flat back of your head by surgically removing your excess chin and stapling it to the occipital region.

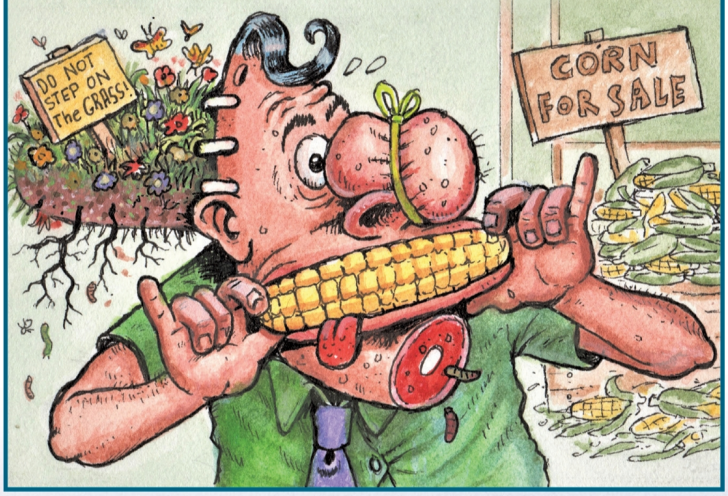
ORIGINALLY PUBLISHED IN MAD #14, AUG 2020

STEP THREE: There's nothing as attractive as a cool hairdo. Start growing one by sowing seeds of INSTA-GRASS on your balding head.

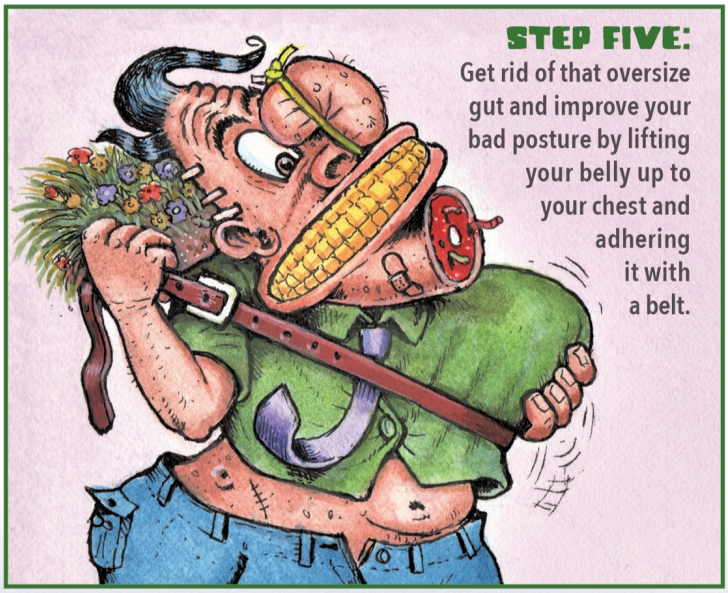


Then add water and wait 5-8 minutes for the seeds to sprout!

STEP FOUR: A healthy smile is crucial to success. Instead of wasting money on a dentist, just insert a corncob into your mouth.

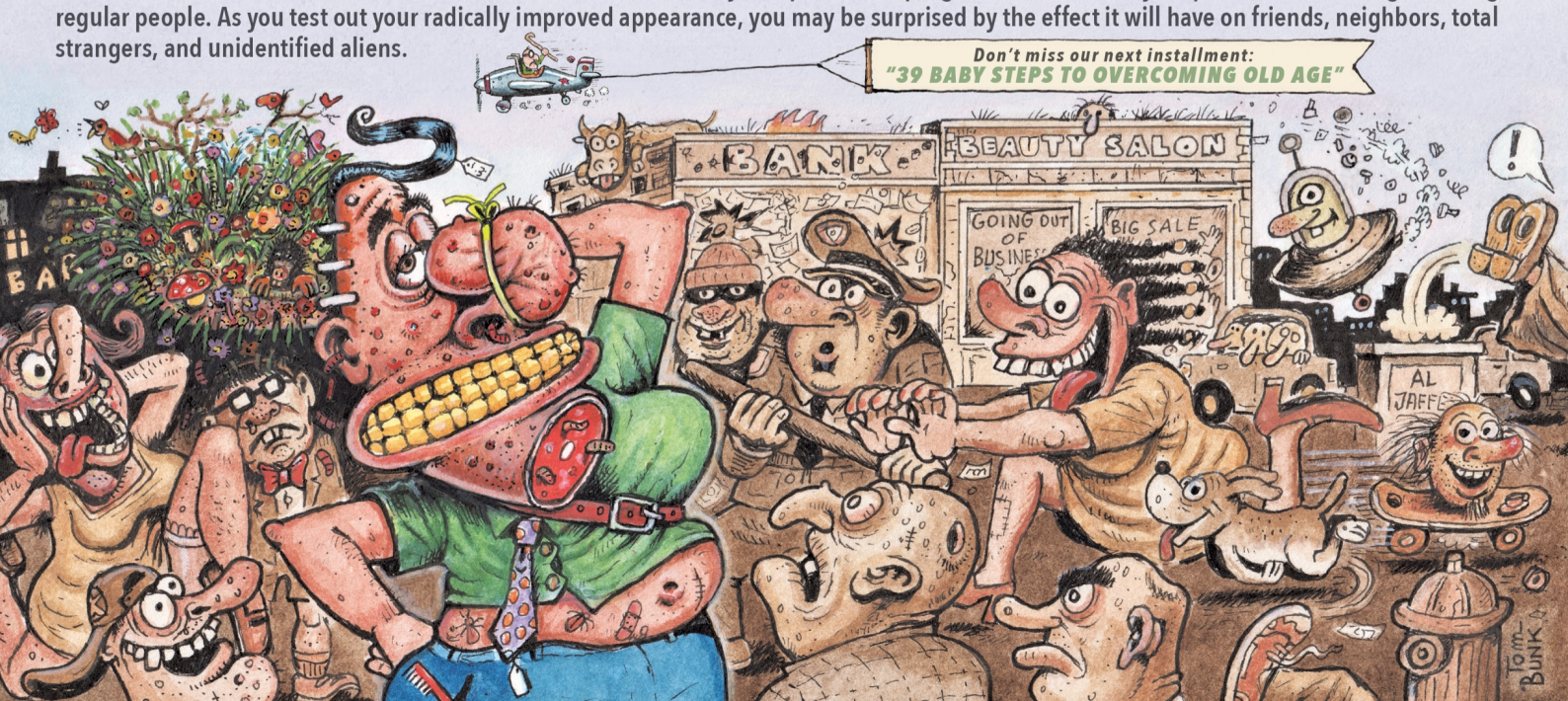


STEP FIVE: Get rid of that oversize gut and improve your bad posture by lifting your belly up to your chest and adhering it with a belt.



CONGRATULATIONS! You have successfully completed the program and can safely step outside and mingle among regular people. As you test out your radically improved appearance, you may be surprised by the effect it will have on friends, neighbors, total strangers, and unidentified aliens.

Don't miss our next installment:
"39 BABY STEPS TO OVERCOMING OLD AGE"



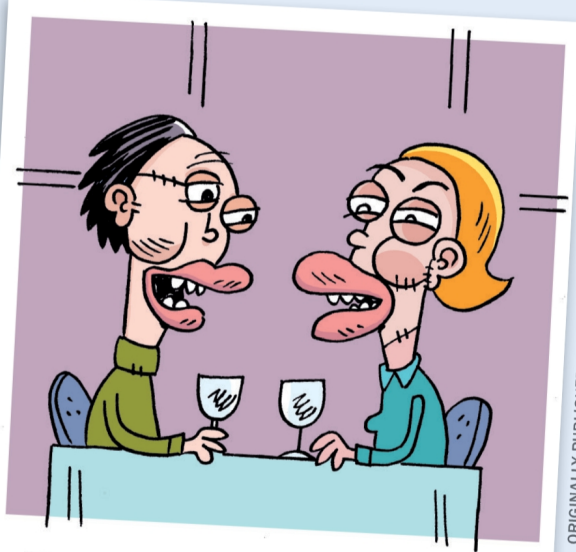
ORIGINALLY PUBLISHED IN MAD #10, DEC 2019

ROB ZOMBIE'S BEAUTY REGIMEN

WRITER **PAULA SEVENBERGEN**
ARTIST **DEAN McADAM**

HOW DOES THE HORROR MOVIE AND METAL MAESTRO STAY LOOKING SO ON-BRAND? WE GOT THE GOODS (AND THE BADS!) ON HIS DAILY ROUTINE.

- Rise from my tomb and start the day by downing lemon water and two live mice.
- Apply a face mask that deepens and darkens my eye sockets.
- Feed the bugs in my beard.
- Give my skin an incinerator-smoke bath for maximum cragginess.
- Do my forehead makeup (I like Clinique).
- Drink a healthy smoothie made of almond milk, peyote, and plasma.
- Meditate to better hear the demons in my head.



"Who would've thought that two members of a class-action lawsuit against a criminally negligent cosmetic surgeon could find true love?"

WRITER & ARTIST **SCOTT NICKEL**

ORIGINALLY PUBLISHED IN MAD #3, OCT 2018

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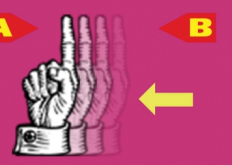
WHICH BEAUTY TREATMENT IS MOST EFFECTIVE AT RAISING EYEBROWS?

HERE WE GO WITH AN ALL-NEW

MAD FOLD-IN

Feeling the pressure of today's unrealistic beauty standards, many people resort to cosmetic enhancements to alter their appearance. Of the many options available, there is one popular procedure that reliably produces a certain "look." To see which one that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



A

B

ONCE CONSIDERED TABOO BY SOCIETY, COSMETIC PROCEDURES HAVE BECOME BROADLY ACCEPTED BY THE MASSES–AT LEAST BY THOSE WHO CAN AFFORD THEM. IMPLAUSIBLY ALTERED BODIES ARE TESTAMENTS TO STATUS AND DISPOSABLE WEALTH.

A

WRITER & ARTIST **JOHNNY SAMPSON**

B

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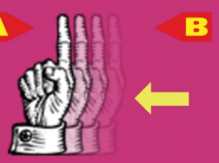
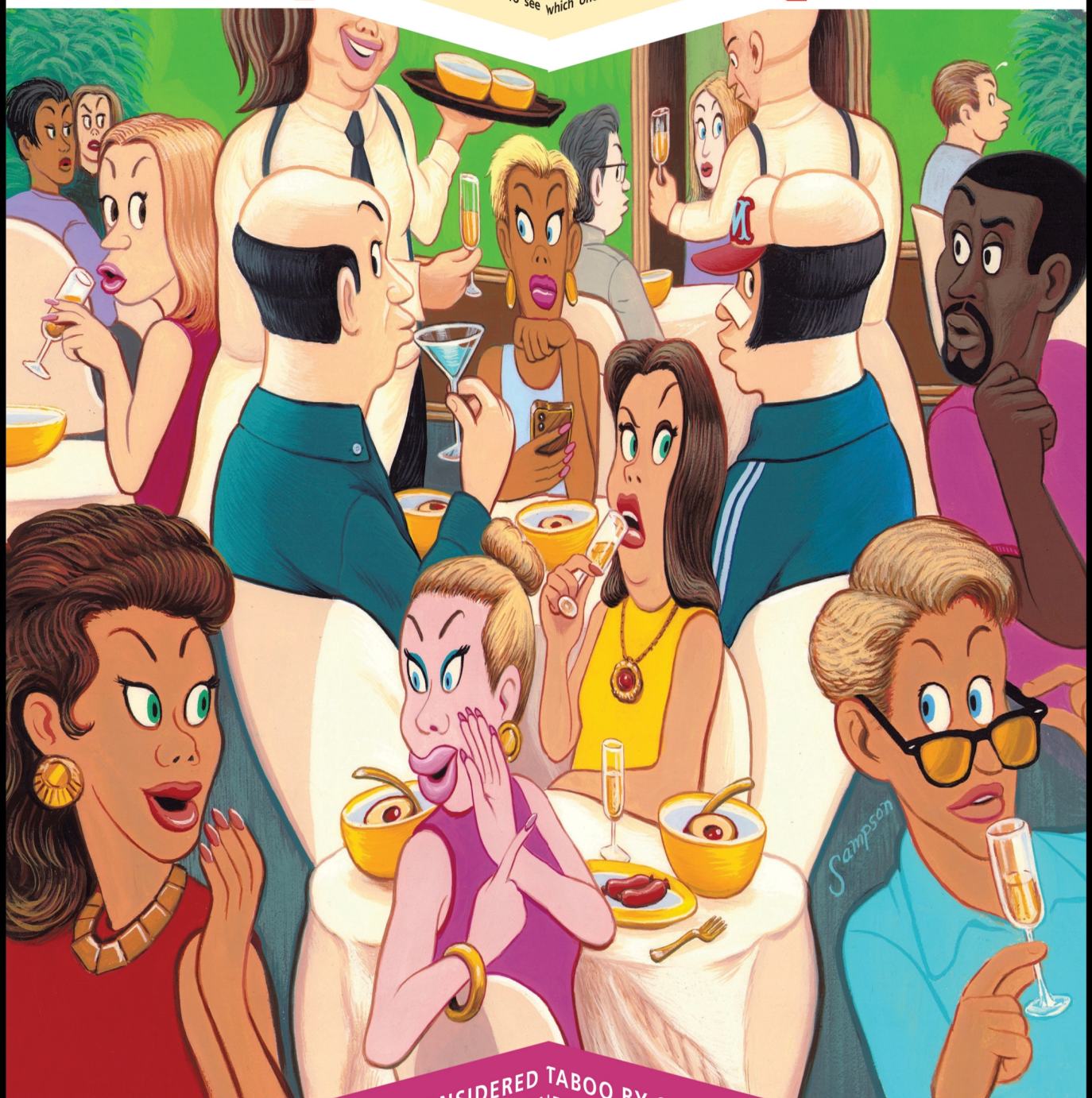


A

B



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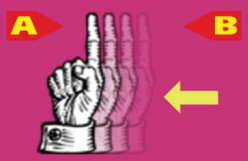


A B

BREAST

IMPLANTS

A B

Why are we giving away the Bulgin' Belly Burner™ for only $10?
(Because we tried to give it away for $20 and that didn't work!)

Bulgin' Belly Burner™

AS SEEN ON TV*

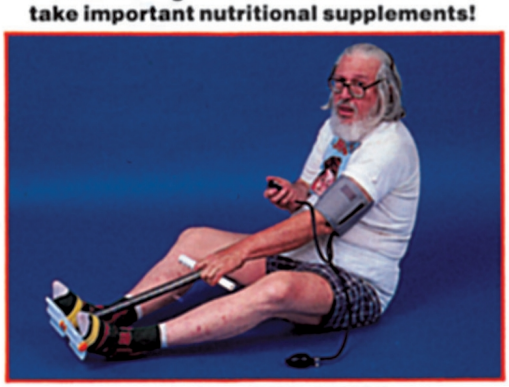
A MAD AD PARODY

*On Nationwide Consumer Fraud Reports

Don't waste your hard-earned cash on inferior imitations when you can get the inferior original for the same price!

Intensive back-stretch sends blood rushing to lower abdomen and thighs!

Reverse leg-lifts leave hands free to take important nutritional supplements!



Power sit-ups work your arteries to their bursting point!

To see how desperate overweight people are, our Special Consumer Alert Movement (**SCAM**) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10 minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a $15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with $10 for each Bulgin' Belly Burner, plus $19.95 postage and handling and $12.76 insurance, and an additional $7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.

ORIGINALLY PUBLISHED, MAD #279, JUN 1988

WRITER **DICK DEBARTOLO** PHOTOS **IRVING SCHILD**

DRAWN OUT DRAMAS

BY

SERGIO ARAGONÉS

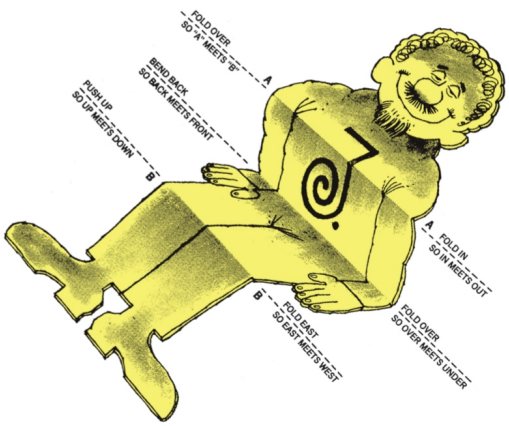
MAD™

DIGITAL EDITION

BONUS MATERIAL!

Still haven't broken into a sweat yet? How about pumping up the laughs with another work out for your funny bone from MAD #45, March 1959.

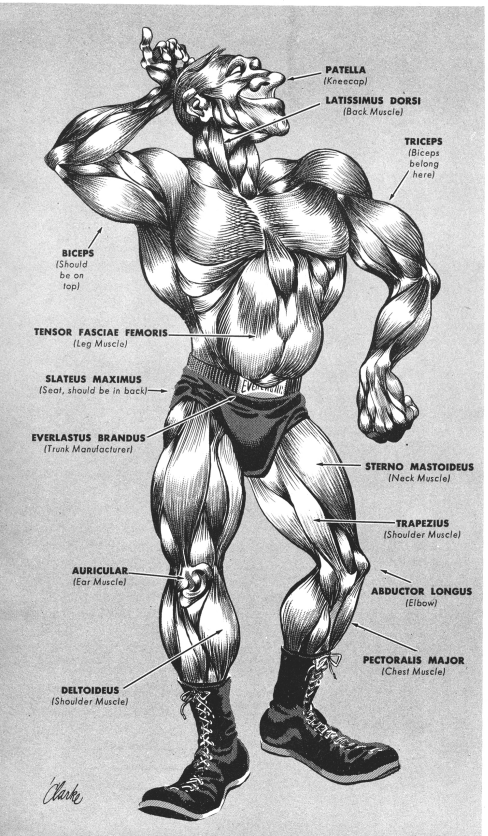
Get one last poke in the nose with the body modifying Fold-in from MAD #339, September 1995.


FOLD OVER SO "A" MEETS "B"
A
BEND BACK SO BACK MEETS FRONT
PUSH UP SO UP MEETS DOWN
B
A
FOLD IN SO IN MEETS OUT
B
FOLD EAST SO EAST MEETS WEST
FOLD OVER SO OVER MEETS UNDER

And now, MAD takes a look at the popular pastime which devotes itself to developing and enlarging every bit of body tissue into granite-hard muscle . . . the pastime which frequently goes too far with tissue that never should have been developed and enlarged into granite-hard muscle in the first place . . . mainly the tissue between the ears . . .

BODY-BUILDING AND WEIGHT-LIFTING

WRITER **AL JAFFEE** ARTIST **BOB CLARKE**



BODY-BUILDING AND WEIGHT-LIFTING PRODUCES EXTRAORDINARY PHYSICAL SPECIMENS

The man pictured here is Gus Clutz, undoubtedly the world's most extraordinary physical specimen. Through diligent exercising, Gus managed to develop and bring into full bloom every single muscle in his body. Scientists, doctors, and physical-culturists from all over the world have come to admire Gus, to examine and analyze him . . . not because this is the first time anyone has ever developed such perfect muscles, but because Gus has developed all these muscles in the **wrong places!** Please note that this is **not** an anatomical drawing of Gus's muscles underneath his skin. This is a drawing of Gus's muscles on **top** of his skin. Gus is presently on view at Harvard Medical College . . . preserved in a **large jar.**

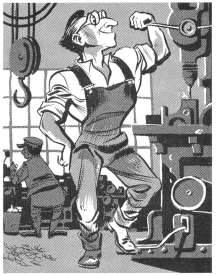
ADVANTAGES OF A WELL-BUILT BODY IN DAILY LIFE

The purpose of Body-Building and Weight-Lifting is not to attain a gorgeous physique merely so you can admire it in the mirror while running your hands lovingly over each delightfully pulsating muscle . . . nor is it merely so you can go down to the beach and kick sand in that skinny guy's face and embarrass him in front of his girl. Actually, a well-built body is a vital asset in every daily activity.

COMMUTING

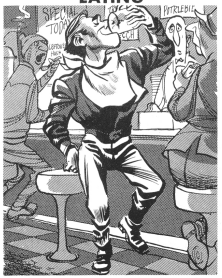
A good physique **looks well** when you strap-hang on those crowded subways.

WORKING



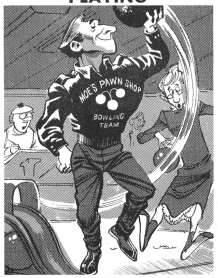
A good physique **performs well** when you have to work in a busy factory.

EATING



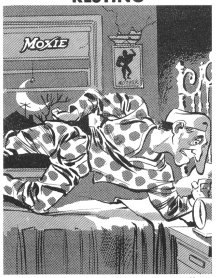
A good physique **eats well** when you must dine at a jammed luncheonette.

PLAYING



A good physique **fares well** when you compete in a sport with an audience.

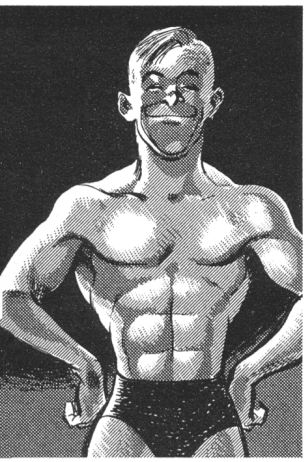
RESTING



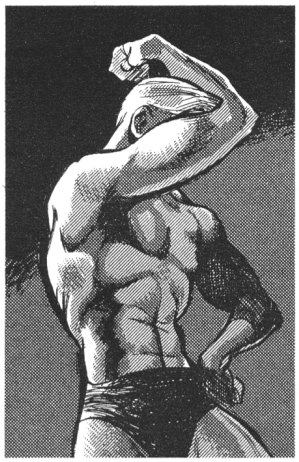
A good physique **relaxes as well** as anything so musclebound can relax.

SPECIAL EXERCISES
FOR DEVELOPING SPECIFIC MUSCLES

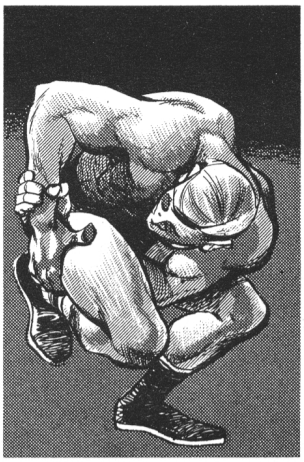
Every Body-Building and Weight-Lifting enthusiast knows that there is a special exercise designed to develop each specific muscle in the body. Here is a demonstration of a special exercise designed to develop a specific muscle.



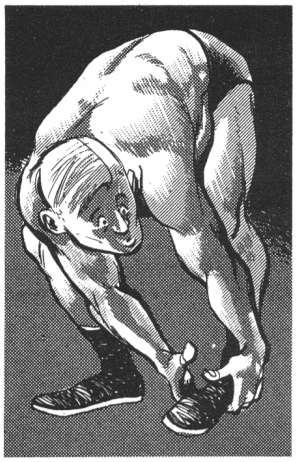
Start to develop shoulder muscles.



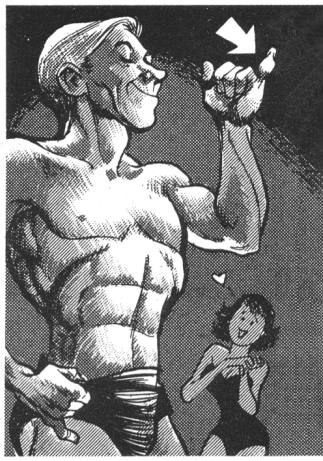
Step 1 . . .



Step 2 . . .

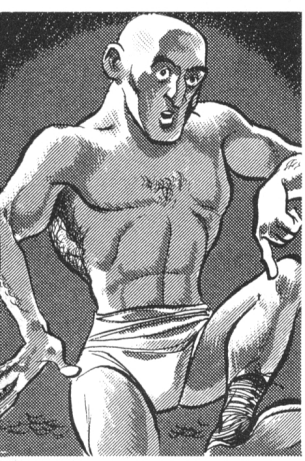


Step 3 . . .

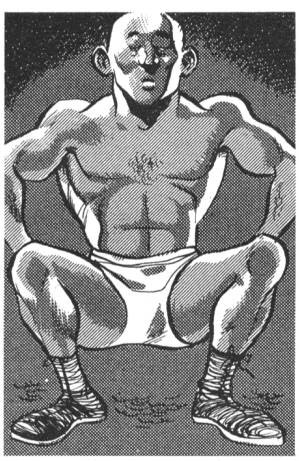


Repeat 1000 times and specific muscle (arrow) will be fully developed.

However, a Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken to do each special exercise designed to develop a specific muscle exactly as prescribed, or wrong muscle may be developed.



Start to develop knee-cap muscle.



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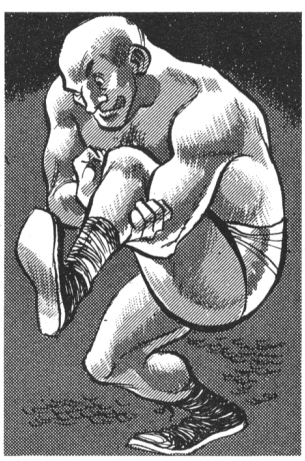
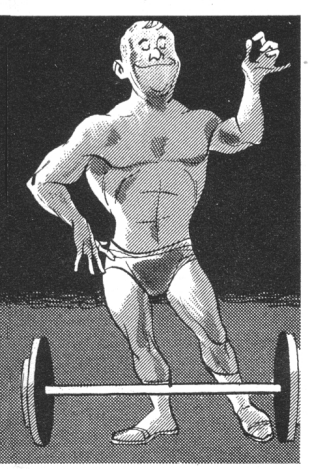


Step 2 . . .

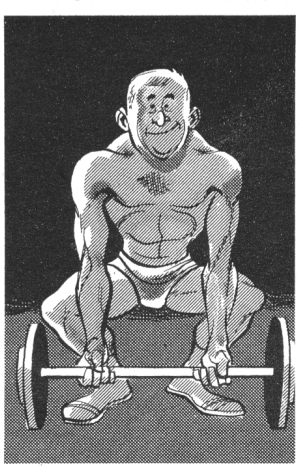
Step 3 . . .

Wrong muscle developed. Not knee-cap muscle, but strain-muscle on forehead.

Every Body-Building and Weight-Lifting enthusiast also knows that extreme caution must be taken not to overdo specific exercises designed to develop specific muscles or, again, wrong muscles may accidentally be developed.



Start to develop specific muscle.



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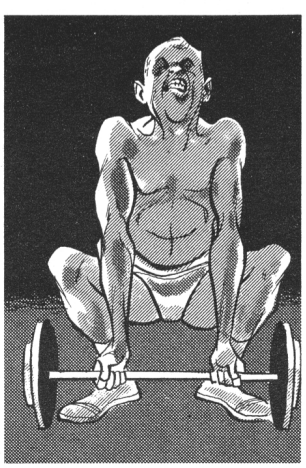

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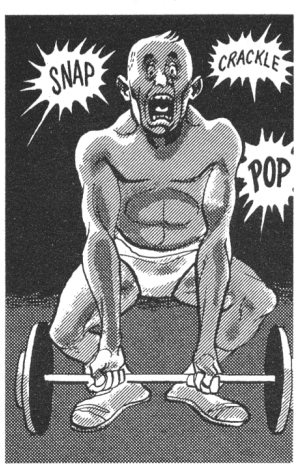
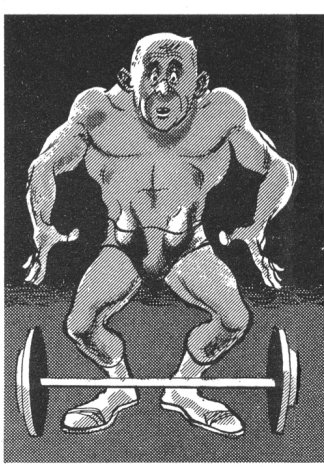


Step 3 . . .

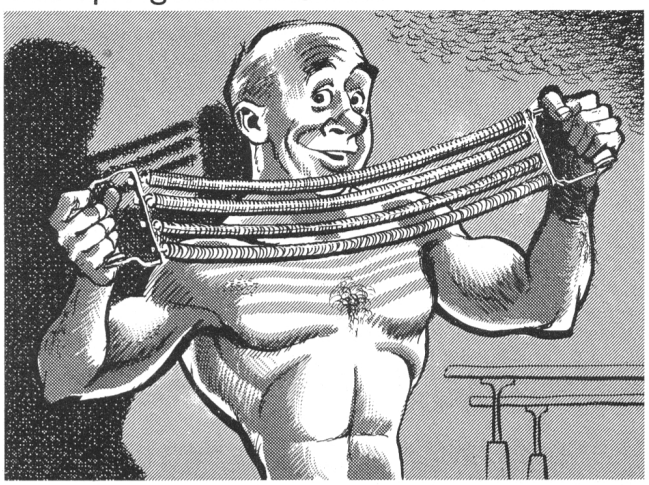


Again, wrong muscles are accidentally developed. These are called hernias.

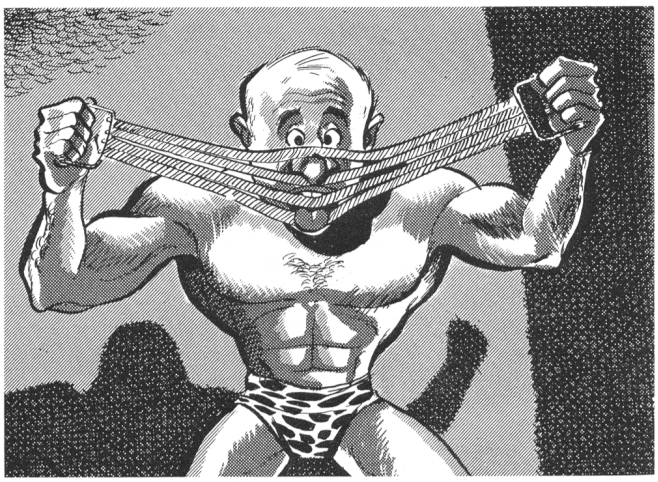
SPECIAL EQUIPMENT
FOR DEVELOPING SPECIFIC MUSCLES

THE CHEST EXPANSOR

This Spring-Mechanism . . .



. . . can be used alone . . .



. . . or with a friend . . .

. . . or in larger groups!

THE HAND GRIPPER

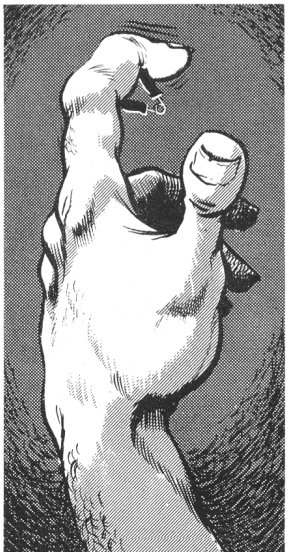
This Spring-Mechanism comes in assorted sizes

"Large" develops both-hand muscles.

"Medium" develops one-hand muscles.

"Small" develops two-finger muscles.

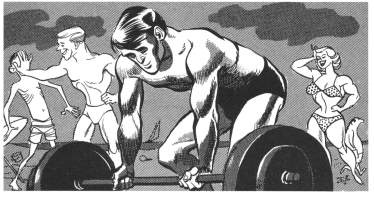
"Tiny" develops one-finger muscles.

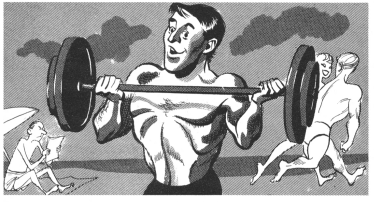


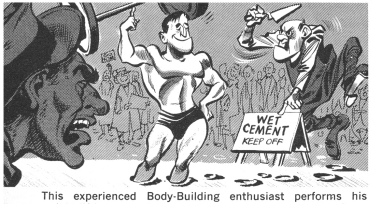
"Eentsy" develops fingernail muscles.

COMMON MISTAKES OF BEGINNING WEIGHT-LIFTERS

RIGHT

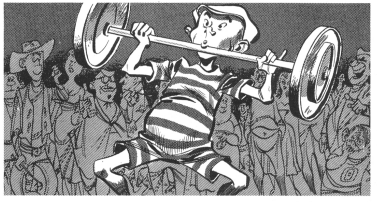


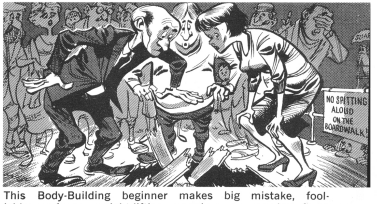




This experienced Body-Building enthusiast performs his weight-lifting exercises correctly . . . on a concrete floor.

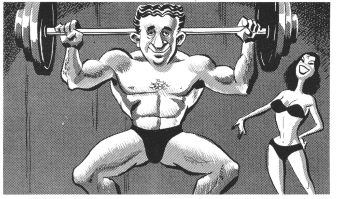
WRONG

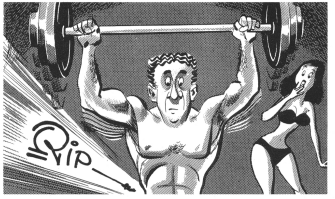


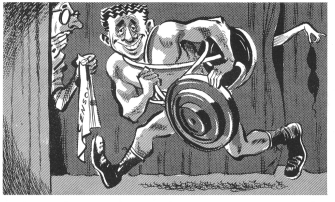


This Body-Building beginner makes big mistake, foolishly performs weight-lifting exercises on wooden floor.

TOO-TIGHT TIGHTS







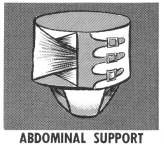
EXTRA EQUIPMENT

It is important for body-builders and weight-lifters to be fully-equipped for every facet of this invigorating pastime. It is also equally important for body-builders and weight-lifters to know when to utilize this equipment. Some equipment is for "before"—some equipment is for "after," and below, is some equipment for "too late!"

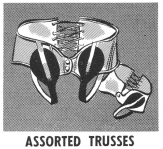
RUBBING LINIMENT

ELECTRIC HEAT PAD

ELASTIC BANDAGES



ABDOMINAL SUPPORT



ASSORTED TRUSSES

PAIR OF CRUTCHES

HOME HOSPITAL BED

PAID-UP POLICIES

WHAT FORM OF HORRIBLE PHYSICAL ABUSE IS SOCIETY POWERLESS TO END?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

When it comes to the pain and horror of abuse, society has always been able to unite to put a stop to it. Today, however, there is a new abuse that is sweeping the nation and unfortunately, not much can be done about it. To find out what this kind of terrible physical abuse we're unable to control is, please fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"

BOLD MEASURES HAVE FAILED TO REDUCE BLOODY PHYSICAL ABUSE. MANY PEOPLE ARE OCCUPIED IN THE NASTY BUSINESS. SOME ARE SEARCHING FOR A METHOD TO END THIS AWFUL THING

A ▶

WRITER & ARTIST **AL JAFFEE**

◀B

WHAT FORM OF HORRIBLE PHYSICAL ABUSE IS SOCIETY POWERLESS TO END?

A ▶

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BODY

PIER-
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A▶◀B

MAD™